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MARK YOUR CALENDAR!

**VIRGINIA MUSEUM OF NATURAL HISTORY SIGNS ON FOR
MUSEUM DAY 2007 PRESENTED BY
SMITHSONIAN MAGAZINE AND HYUNDAI MOTOR
AMERICA**

—VMNH TO OFFER FREE GENERAL ADMISSION ON SEPTEMBER 29, 2007—

Martinsville, Va. (August 31, 2007)—On Saturday, September 29, 2007, the Virginia Museum of Natural History will participate in “Museum Day,” presented by *SMITHSONIAN* magazine and Hyundai Motor America. Museum Day is a day when museums and cultural institutions nationwide open their doors free of charge to *SMITHSONIAN* magazine readers and Smithsonian.com visitors. Celebrating culture, learning and knowledge, Museum Day reflects the spirit of the magazine, and emulates the free-admission policy of the Smithsonian Institution’s Washington, DC-based facilities. This year’s Museum Day is also supported by CITGO Petroleum Corporation and, for the third consecutive year, TIAA-CREF.

“The Virginia Museum of Natural History is excited to be a part of Museum Day 2007,” said Timothy J. Gette, executive director of the Virginia Museum of Natural History. “We are especially proud to be the only Smithsonian Affiliate in Virginia to be taking part.”

The Virginia Museum of Natural History, which recently opened its new 89,127 square-foot facility, features the state-of-the-art permanent exhibit galleries “Uncovering Virginia” and “How Nature Works.” Other current exhibitions include “Beyond Jamestown: Virginia Indians Yesterday and Today,” open through January 20, 2008, and “Minerals: Near and Far, Fancy and Functional,” open through October 21, 2007. Other galleries

include The Harvest Foundation of the Piedmont Great Hall, with a 14-million-year-old balaen whale suspended from the 40-foot ceiling, and the cast of an imposing *Allosaur*. Visitors can also view special Smithsonian films during Museum Day in the Hooker Furniture Theater.

Last year, approximately 30,000 people attended Museum Day. Forty-nine states were represented by 448 participating museums, including 55 Smithsonian affiliates.

Attendees must present *SMITHSONIAN* magazine's Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card is available in the September issue of *SMITHSONIAN* magazine and a downloadable version is available on the Museum Day Web site at www.smithsonian.com/museumdaycard. The general public is welcome to participate by going to the Smithsonian.com Web site and downloading the Museum Day Admission Card. Listings and links to other participating museums' and sponsors' sites can be found at www.smithsonian.com/museumday.

About the Virginia Museum of Natural History

The Virginia Museum of Natural History in Martinsville seeks to increase understanding of and appreciation for the natural history of the Commonwealth through education, research, collections, publications and exhibits. The Museum – an affiliate of the Smithsonian Institution – is accredited by the American Association of Museums, a distinction earned by fewer than 10 percent of museums in the United States. VMNH is an agency of the Secretary of Natural Resources for the Commonwealth of Virginia. With over 22 million objects in its collections, the Museum reaches nearly 1 million people annually through on-site and traveling exhibitions, classroom outreach programs, the Museum's Web site, public events and publications. For more information, call 276-634-4141 or visit www.vmnh.net.

About Smithsonian Publishing

Founded in 1970 with the launch of *Smithsonian* magazine, Smithsonian Publishing—comprised of *Smithsonian* magazine, *Air & Space*, goSmithsonian and the Smithsonian digital network—allows the intellectually curious to indulge and engage their passions for history, the arts, science, the natural world, culture and travel. Smithsonian Publishing's flagship publication, *Smithsonian* magazine, has a circulation of more than 2 million. This multi-media network is also affiliated with the world's most visited museum and research complexes at the Smithsonian Institution. For more information, visit www.smithsonianmagazine.com, www.airandspacemag.com, and www.gosmithsonian.com.

About Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, California, is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 750 dealerships nationwide.

About CITGO

CITGO, based in Houston, is a refiner and marketer of transportation fuels, lubricants, petrochemicals, refined waxes, asphalt and other industrial products. The company is owned by PDV America, Inc., an indirect, wholly owned subsidiary of Petróleos de Venezuela, S.A., the national oil company of the Bolivarian Republic of Venezuela.

About TIAA-CREF

TIAA-CREF is a national financial services organization with over \$412 billion in combined assets under management and the leading provider of retirement saving products and services in the academic, research, medical and cultural fields. TIAA-CREF is committed to a long-term approach to investing, providing guidance tailored to the unique needs of our clients and offering products with among the lowest expenses in the industry.

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