**FOR IMMEDIATE RELEASE**

**TK MUSEUM JOINS SMITHSONIAN MAGAZINE’S 17TH ANNUAL MUSEUM DAY**

*Free Admission on September 18, 2021 with a downloadable Museum Day ticket*

*[CUSTOM SUBHEAD TK ON MUSEUM FEATURES/ EXHIBITS]*

**LOCATION AND DATE TK**—TK Museum will open its doors free of charge to all Museum Day ticketholders on Saturday September 18, 2021 as part of *Smithsonian* magazine*’s* 17th annual Museum Day, a national celebration of boundless curiosity in which participating museums emulate the free admission policy at the Smithsonian Institution’s Washington DC-based museums.

The annual event allows museums, zoos and cultural centers from all 50 states to emulate the spirit of the Smithsonian Institution’s Washington, D.C.-based facilities, which offer free admission every day. This year’s event is sponsored by The Quaker Oats Company.

Museum Day goes beyond getting visitors through museum doors—it acts as a springboard to empower and help advance the hopes and ambitions of the public, particularly school-aged children and those in underrepresented communities. It represents a national commitment to access, equity and inclusion.

With many public spaces being shut down for a year or more, Museum Day 2021 celebrates the reopening of museums after long closures due to the COVID-19 pandemic. This year’s theme, Experience America, represents the return to, and resurgence of, our country's diverse cultural experiences, in the safest possible way. While tickets will be free of charge, participating museums will have safety precautions in place for this year’s event so guests can safely and comfortably enjoy their experience.

“QUOTE FROM SPOKESPERSON DISCUSSING WHY THEY FEEL IT IS IMPORTANT TO BE INVOLVED WITH MUSEUM DAY,” said MUSEUM SPOKESPERSON TK.

INFORMATION/BACKGROUND ON MUSEUM AND ITS EXHIBITS.

Museum Day tickets will be available for download at [Smithsonianmag.com/MuseumDay](http://www.smithsonianmag.com/museumday) beginning August 18, 2021. Visitors who present a Museum Day ticket will gain free entrance for two at participating venues on September 18, 2021. One ticket is permitted per email address. A list of participating museums, which will be continually updated as more museums continue to register, can be found at [Smithsonianmag.com/MuseumDay](http://www.smithsonianmag.com/MuseumDay).

For more information, please visit [Smithsonianmag.com/MuseumDay](http://www.smithsonianmag.com/MuseumDay).

**About Smithsonian Media**

Smithsonian Media is comprised of its flagship publication, *Smithsonian* magazine, *Air & Space* magazine, Smithsonian Books, and the Smithsonian Media Digital Network. In addition, Smithsonian Media oversees the Smithsonian Institution’s interest in the Smithsonian Channel, a joint venture between the Smithsonian Institution and CBS/Showtime. Smithsonian Media is a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian Institution. The Smithsonian Institution is the world's largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park, and nine research facilities. Approximately 30 million people from around the world visit the museums annually. ([smithsonianmag.com](http://smithsonianmag.com/) / [si.edu](http://si.edu/))

# # #

**INSERT YOUR CONTACT INFO HERE**

**PRESS CONTACT**

Erin Freilich, | High10 Media, for *Smithsonian* magazine Museum Day,

212-913-9254 | erin.f@high10media.com