



NEWS RELEASE

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LASM Continues Free Admission Program for Military Families

BATON ROUGE, LA — Louisiana Art & Science Museum (LASM) is proud to announce it will continue to offer free admission to active-duty military personnel and their families, as part of nationwide program called Blue Star Museums.

LASM is one of more than 1,300 museums in all 50 states, the District of Columbia, Puerto Rico, and American Samoa to partner with the National Endowment for the Arts and Blue Star Families in this initiative. The Blue Star Museums program will run from Memorial Day, Monday, May 30, to Labor Day, Monday, September 5, 2011. LASM's participation is made possible with generous support from Baton Rouge Coca-Cola.

More than 650 LASM visitors have benefited from the program in the past year, and nationwide, 300,000 military family members took part. "Last year the success of the inaugural year of the Blue Star Museums program showed that partnerships between the nation's museum and military communities are a natural fit," said Blue Star Families Chairman Kathy Roth-Douquet.

Active-duty military families, including Army, Navy, Air Force, Marines, Coast Guard, and active-duty National Guard and Reserve members, must present military i.d. to receive free admission. The card holder and up to five immediate family members receive free admission to planetarium shows, the *CUT! Costume and the Cinema* art exhibition, and all LASM galleries: the hands-on children's galleries; the Ancient Egypt Gallery; and the planetarium's Solar System and Universe Galleries.

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LOUISIANA ART & SCIENCE MUSEUM
IRENE W. PENNINGTON PLANETARIUM

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Blue Star Families is a national, nonpartisan, nonprofit network of military families from all ranks and services, including guard and reserve, with a mission to support, connect, and empower military families. To learn more, visit www.bluestarfam.org.

For a complete list of participating museums, visit www.arts.gov/bluestarmuseums.

For more information about LASM, visit www.lasm.org.

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