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LASM Partners with Baton Rouge Coca-Cola Bottling Company to Bring Holiday Cheer to Downtown Baton Rouge

BATON ROUGE - The Louisiana Art & Science Museum has partnered with the **Baton Rouge Coca-Cola Bottling Company** to bring a variety of holiday programming to the Museum during December, from ornament workshops and planetarium shows to free admission and an appearance by Santa Claus himself. These events are included in general admission to the Museum, which is \$12 for adults and \$10 for children (ages 3-12) and seniors (ages 65+).

The holiday cheer will begin on Sunday, December 1, with LASM's **December First Sunday**, where Museum visitors will enjoy **free admission** with access to discounted planetarium shows for \$8, sponsored by Baton Rouge Coca-Cola Bottling Company.

"Our Free First Sunday Program is an important investment in our community. We're so grateful that our newest trustee and 2020 Gala Chair, Lauren Whatley of Baton Rouge Coca-Cola Bottling Company, has leveraged support for easing museum access for all our visitors, regardless of socioeconomic status," said Serena Pandos, LASM's President & Executive Director. "In 2018, LASM welcomed nearly 10,000 visitors as part of this program, many of whom could not afford admission otherwise. As the holidays approach, this need will intensify as travelers from all over come to Baton Rouge and search for experiences to share with their friends and family."

Additionally, shoppers in the Museum Store on December 1 will enjoy a 20% discount and other special offers as part of **Museum Store Sunday**. LASM is one of 700 non-profit institutions in all fifty states, eighteen countries, and five continents that participate in Museum Store Sunday.

As part of the Downtown-wide **Festival of Lights** on December 6, LASM will offer an ornament workshop from 5 PM - 8 PM and special showings of *Let it Snow* in the Irene W. Pennington Planetarium every half hour from 4 PM to 7 PM, also sponsored by Baton Rouge Coca-Cola Bottling Company. Admission to LASM during the festival is free with the donation of one new toy per person that benefits **Toys for Tots**; otherwise, regular admission prices apply. Visitors are welcome to purchase donations off-site or from LASM's Museum Store, which will be open throughout the event.

This year, LASM will also partner with **Visit Baton Rouge** to light its historic building in time for the Festival of Lights all the way through March 2020.

“Lighting our beautiful building has been a long-term goal of the Museum, and thanks to Visit Baton Rouge, we’re reaching it with perfect timing,” said Pandos. “We’re very excited about this project; it will not only brighten up LASM but also all of Downtown. We will update our community on this exciting development in the coming weeks.”

Returning to the Irene W. Pennington Planetarium this year is ***The Polar Express***. This beloved holiday classic will premiere on December 7 at 4 PM, with additional showings on December 8 at 1 PM, December 14 at 4 PM, and December 21 at 4 PM. Tickets to these shows are included in the Museum’s general admission. Seating is limited and offered on a first-come, first-served basis.

“This holiday tradition at LASM is always a favorite with our visitors,” said Sheree Westerhaus, LASM’s Director of Operations & Planetarium. “Our guests are invited to come in their holiday pajamas and warm up with a complimentary cup of hot chocolate; it’s the perfect way to begin the holiday season with family and friends.”

Also on December 7, LASM will host **A Very Merry Museum**, featuring a hands-on ornament workshop from 1 PM - 4 PM, an appearance by the Coca-Cola Truck and Santa from 1:30 PM - 4 PM, and showings of *Let it Snow* throughout the day and *The Polar Express* at 4 PM in the Planetarium. A Very Merry Museum and all showings of *The Polar Express* are generously sponsored by Baton Rouge Coca-Cola Bottling Company.

For more information on these programs and others visit lasm.org.

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Image: Throughout December, the Irene W. Pennington Planetarium will be showing ***The Polar Express*** alongside a variety hands-on workshops, fine shopping, and a visit from Santa in the Art & Science Museum. More information at lasm.org/events.

About the Louisiana Art & Science Museum

A nonprofit organization housed on the banks of the Mississippi River in downtown Baton Rouge, the Louisiana Art & Science Museum enhances the understanding and appreciation of art and science for general audiences and students by presenting unique, educational and entertaining experiences that encourage discovery, inspire creativity, and foster the pursuit of knowledge. More information about the Art & Science Museum is available at lasm.org.

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