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Contact: Nicholas BeJeaux, Communications & Public Relations Manager, (225) 344-5272, ext. 125, nbejeaux@lasm.org

LASM Gifts Community Special Offers During the Holiday Season

BATON ROUGE - On **Sunday, December 1**, The Louisiana Art & Science Museum's Store will join more than 1,200 museum stores across the world in offering a special shopping experience to its customers during **Museum Store Sunday**. All customers of LASM's Museum Store will enjoy a 20% discount on full-priced merchandise in the Store, as well as an expanded selection of items available for purchase. As part of its First Sunday program, shoppers can also enjoy free Museum admission and discounted planetarium shows sponsored by Baton Rouge Coca-Cola Bottling Company.

"Participating in Museum Store Sunday allows LASM to offer a unique shopping experience, including a trunk show of our most popular jewelry line, Amber by Vessel. We will also host Baton Rouge's own Truly Southern; visitors will have the opportunity to sample their delicious Pretzel Crunch," said Paula Taylor, LASM's Museum Store & Membership Manager. "We're excited to showcase our broad assortment of carefully curated, mission-related gifts and invite everyone to 'be a patron' of the Store and the Museum, with all purchases helping to support the Museum's educational programs."

According to the American Alliance of Museums, Museum Store Sunday has boosted average museum attendance by 37 percent, average numbers of museum store transactions by 23 percent, and net store revenues by 60 percent in more than 700 nonprofit institutions in all fifty states, eighteen countries, and five continents since its creation in 2017.

In addition to deals on its store merchandise, LASM is also continuing its **Make Your 2020 20% Better** membership campaign. Through December 31, all new or upgraded memberships will enjoy 14 months of benefits for the price of 12.

"This year, we are offering the gift of LASM Membership at a special rate because we believe in the power of sharing cultural experiences with friends and family," said Taylor. "This is a wonderful opportunity not only for non-members to join, but also for current members at the Sharing for Two-level to upgrade and enjoy reciprocal benefits, including free admission, at museums around the world."

For more information on events and promotions during Museum Store Sunday at the Louisiana Art & Science Museum, or to become a Museum member, visit lasm.org. To support LASM and its programs with a one-time or recurring donation, visit lasm.networkforgood.com or text **GIVE** to **225.355.9662**.

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Image: The Museum Store at the Louisiana Art & Science Museum is one of the premier shopping venues in Downtown Baton Rouge, with a wide selection of fine gifts, toys, books, accessories, and more available year-round.

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.

The Louisiana Art & Science Museum is supported in part by a grant from the Louisiana Division of the Arts, Office of Cultural Development, Department of Culture, Recreation and Tourism, in cooperation with the Louisiana State Arts Council. Funding has also been provided by the National Endowment for the Arts, Art Works.