



## News Release

**Date:** April 17, 2006

**Contact:** Jennifer Jasper, CTTC  
916-319-5428  
Sam Caygill, CTTC  
916-319-5424  
Christine Pierson, Edelman PR  
916-442-2331

For Immediate Release

### **CALIFORNIA MUSEUMS TAKE PART IN INTERNATIONAL EVENT THIS MAY**

(SACRAMENTO, Calif.)— The International Council of Museums has designated May 18 as International Museum Day, an event celebrated around the world since 1977, and California museums are taking part to offer unique and interactive exhibits for visitors that tie in with this year’s theme “museums and young people.” California Museum Month is part of the event, which runs the month of May.

This year is also the Year of the California Museum, as proclaimed by the California legislature, which celebrates how California’s 1,300 museums enrich our lives and communities, while serving 26 million visitors annually.

“A growing number of U.S. visitors are becoming special-interest travelers,” said Caroline Beteta, executive director of the California Travel and Tourism Commission (CTTC). “They are ranking the arts, heritage and cultural activities as one of the top

reasons for traveling. It's important that we capture this affluent market and our museums, both historic and contemporary, are one way to do just that.”

According to key findings by the Travel Industry Association of America, *Smithsonian Magazine* and *The Historic/Cultural Traveler* 2003 edition, the historic/cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person trips to 216.8 million in 2002. Nearly 118.1 million Americans say they included at least one historic/cultural activity as one of the top five reasons for traveling. This equates to more than half of the U.S. adult population. In fact, one quarter of these cultural travelers take three or more of these trips per year.

In honor of California Museum Month, the Santa Barbara Trust for Historic Preservation, part of the **Central Coast Region**, is offering free admission to two of its downtown historical museums, El Presidio de Santa Barbara and Casa de la Guerra, on May 18. In Oxnard, the Ventura County Maritime Museum is presenting “Ship Model Month” in May by featuring dozens of maritime models built by Southern California’s leading craftsmen. The museum also offers Arts and Crafts Wednesdays and Tall Time (a story with a craft) every Tuesday throughout the month of May. The National Steinbeck Center Museum in Salinas is offering music, dance and arts activities on May 7, 14 and 21.

The city of Monterey has free admission to the Presidio of Monterey Museum and Colton Hall, as well as walking tours on May 20. In Los Olivos, the Wildling Art Museum features “Plant Portraits: The California Legacy of A.R. Valentien” the month of May. The Pacific Grove Museum of Natural History in Pacific Grove offers a free family day on May 6, where visitors can see George Lepp’s “Golden Poppies of California” photos.

Visitors will enjoy a living museum at the relocated residence of famed woodworker Sam Maloof in Rancho Cucamonga located in the **Inland Empire Region**. As a leader of the California modern arts movement, Maloof's work has been the subject of many showings, including the Smithsonian American Art Museum's Renwick Gallery. The museum, open to the public with docent led tours, is filled with his furniture and arts and crafts he collected for 50 years. In Riverside, the University of California, Riverside's California Museum of Photography will feature a powerful photographic and video installation from May 6 through July 15, by Dutch artist Nicoline van Harskamp and American artist Jill Magid that examine the powerful surveillance and increased supervision of public and private space.

At the Discovery Museum's Gold Rush History Center, part of the **Gold Country Region**, visitors can pan for gold on May 20. Many travelers also enjoy the museum's "Lure of Gold Gallery," where they can see real California gold nuggets. For space enthusiasts, there is the Discovery Museum's Science and Space Center that features weekend Planetarium shows, hands-on exhibits and make-and-take craft activities. Also in Sacramento, the Towe Auto Museum will host Scout-O-Rama Day on May 13, which will include Boy Scout activities, such as flight school simulation courses, kid's engine class, detailing demonstrations and auto history lessons.

In the **Central Valley Region**, the Fresno Metropolitan Museum in Fresno opens the "Amy Balkin Statistic Garden," which uses flowerbeds to form a bar or pie chart on an unused plot of land. The Haggin Museum in Stockton will host a special exhibition titled "The Age of Armor" from May 7 through July 16. Some five-dozen artifacts will be displayed, including breastplates, helmets, horse armor, as well as seven suits of armor ranging from early sixteenth century to the mid-seventeenth century. In Visalia, the

Tulare County Museum is celebrating California Museum Month by showing the memorabilia of Chris Evans and John Sontag, famous train robbers in Visalia during the 1880's and 1890's, beginning in May. In Willows, the Museum Society of Willows will have a special display from May 10-13 to honor the 73<sup>rd</sup> Annual Willows Lamb Derby, a parade and community activities featuring the sheep industry in Glenn County.

The Pacific Asia Museum in Pasadena, located in the **Los Angeles County Region**, will offer "The Asian Mystique: Dragon Ladies, Geisha Girls and Our Fantasies of the Orient Express" by author Sheridan Prasso on May 6. On May 20, Author Chieh Cheing will read from and sign *A Long Stay in a Distant Land: A Novel*, a piece of literature covering three generations of a Chinese American family. In Beverly Hills, The Museum of Television and Radio will host the Online Publishers Association's "OPT IN to Advertising's New Age," a first-of-its-kind interactive traveling exhibit through May 14. Visitors will also enjoy the museum-produced screening that features Polaroid's most celebrated ads, plus interviews with some of the people who conceived and produced them. The screening runs through July 9.

In San Jose, The Tech Museum of Innovation, part of the **San Francisco Bay Area Region**, offers interactive exhibits, including "View from Space," where visitors see the nightscape spread across the Earth and observe the complexity of aircraft flight patterns and satellite orbits using video projections. In May, the museum hosts "Poseidon," in their IMAX Dome Theater, where a luxury liner capsizes from a colossal tidal wave. The Intel Museum in Santa Clara offers Saturday programs to engage kids. On May 13, children ages nine and up will be introduced to reading schematics and building circuits (from doorbells to karaoke machines) at "Schematics, Switches and Circuits." They will also enjoy "Binary Beading" on May 27, where they'll learn how

computers use digital language to send, process and receive information. In San Francisco, the Chinese Historical Society of America presents “Earthquake: The Chinatown Story,” through September 18, which tells of the Chinese experience during the disaster of 1906. Discover how changing modes of transportation shaped the community at “Transportation in the Valley,” opening May 4 at the Museum On Main in Pleasanton.

The Charles M. Schulz Museum and Research Center in Santa Rosa, located in the **North Coast Region**, has teamed up with the International Museum of Women on May 6 to present an engaging look at women in editorial cartoons around the world. In Eureka, the Morris Graves Museum of Art is offering a selection of collages of old postcards juxtaposed with the artist’s own images in Michelle Rogers’ “Le Temps Retrouv/Revisiting the Past” through April 2.

The Route 66 Mother Road Museum in Barstow, part of the **Desert Region**, offers “The Mojave Route 66 in Pictures” through May, where tough characters and desert towns of the harsh Mojave tell tales of survival. There’s also photographer Russell Olsen’s “Along for the Ride – Remembering Route 66” in black and white. The Palm Springs Air Museum in Palm Springs is home to one of the largest collections of flyable WWII aircraft, as well as aviation artwork and classic automobiles. There are also hands-on experiments for children, showing how planes fly. Kids can even sit in a real cockpit.

The Mammoth Ski Museum, located in the **High Sierra Region**, in Mammoth Lakes is home to the Beekley International collection of skiing art and literature. Visitors enjoy the largest private collection of vintage posters, original paintings, photography, sculpture, print work, pins and stamps. At the Wild Wonderful King Museum in Oakhurst, visitors step back in history to see vintage clothing for women, men and

children dating back to 1790, as well as the exhibit the “Flapper Age.” There is also the California Mining and Mineral Museum in Mariposa that features Gold Rush mining practices, and the Yosemite Museum in Yosemite Valley which provides history about the Miwok and Paiute people. The Emigrant Museum in Truckee depicts the history of local Native Americans, the Donner Party and builders of the railroad.

The Rancho Buena Vista Adobe in Vista, part of the **San Diego County Region**, will celebrate California Museum Month with a special event, “Margarita Fischer Pollard Day,” on May 21. Pollard was a silent screen star in the early 1900’s who lived in the Rancho Buena Vista Adobe from the 1930’s to 1950’s. The event will feature photographs from Pollard’s many movies, as well as antique cars on display and Hollywood star impersonators. Docents will conduct tours of the Adobe.

In May the Plumas County Museum in Quincy, part of the **Shasta Cascade Region**, will celebrate both California Museum Month and History Preservation Month with a presentation about the history and development of the Feather River Highway. In Portola, the Western Pacific Railroad Museum will host the Railroad Photography Workshop May 20, which includes the opportunity to shoot moving railroad equipment, as well as a night photo session. The Jake Jackson Museum in Weaverville celebrates its first new exhibit in 20 years titled “Bead-Dazzled,” which includes a selection of elegant, beaded gowns from the 1870’s to the 1950’s. The month of May is “A Walk in the Woods” at the Chico Museum in Chico, where attendees take part in a hands-on exhibit that focuses on the trees and forests of Chico. It’s stormy weather at the Turtle Bay Exploration Park in Redding, which will host “Stormy Weather: The Climate Change Adventure” in May. This traveling exhibition is about the science of climate change, weather and the impact on the public.

The International Surfing Museum in Huntington Beach, in the **Orange County Region**, preserves Huntington Beach's image as "Surf City, USA," by housing some of surfing history's most significant artifacts, including Duke Kahanamoku's surfboards, Dick Dale's guitar, as well as historic photos and vintage posters. In Santa Ana, the Bower Museum offers a number of cultural exhibits, such as "Secret World of Forbidden City," "Dead Sea Scrolls," and "Death and Afterlife in Ancient Egypt" through 2006.

To find out about more museums, arts, heritage and cultural venues and activities, please log onto [www.visitcalifornia.com](http://www.visitcalifornia.com).

The CTTC is a non-profit organization with a mission to develop and maintain marketing programs - in partnership with the state's travel industry - that keep California top-of-mind as a premier travel destination. California is currently the number one travel destination in the country. According to the CTTC, travel and tourism expenditures total \$88.1 billion annually in California, support jobs for 911,800 Californians and generate \$5.3 billion in state and local tax revenues. For more information about the CTTC and for a free California vacation packet, go to [www.visitcalifornia.com](http://www.visitcalifornia.com) or call 800-862-2543 (domestic) or 916-444-4429 (international).

###