



NEWS RELEASE

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LASM Honors Military Families

BATON ROUGE, LA — Louisiana Art & Science Museum (LASM) is proud to announce that it will offer free admission to active-duty military personnel and their families for one year, beginning June 1, 2010.

LASM is participating in the new program, called Blue Star Museums, in partnership with the National Endowment for the Arts and Blue Star Families. Baton Rouge Coca-Cola is underwriting the program through Labor Day, September 6, and Kleinpeter Farms Dairy is providing support to extend it through Memorial Day 2011.

Active-duty military families must present military i.d. at the ticket desk. The card holder and up to five immediate family members receive free admission to planetarium shows and all LASM galleries: the hands-on children's galleries; the Ancient Egypt Gallery with its 2,300-year-old mummy; and the planetarium's Solar System and Universe Galleries.

More than 600 museums in all 50 states and the District of Columbia are taking part in the initiative. To find out which museums are participating, visit www.arts.gov/bluestarmuseums.

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

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