

**Heritage Museum of Northwest Florida
Offers Free Admission on
Smithsonian Magazine's 6th Annual
Museum Day**

- Museum Day 2010 Poised to be Largest to Date -

Valparaiso, FL - On Saturday, September 25, 2010, the *Heritage Museum of Northwest Florida* will participate in the *Smithsonian Magazine's* 6th Annual Museum Day, presented by Toyota on behalf of the redesigned 2011 Avalon. The Heritage Museum will join participating museums and cultural institutions nationwide to open their doors free of charge to all visitors who download the Museum Day Ticket from Smithsonian.com. A journey to celebrate our world's dynamic heritage and cultural life, participating Museum Day venues emulate the free admission policy of the Smithsonian Institution's Washington, D.C. -based facilities.

Museum Day 2010 is poised to be the largest to date, outdoing last year's record-breaking event. Over 300,000 museum-goers and 1,300 venues in all 50 states, the District of Columbia and Puerto Rico participated in Museum Day 2009. Last year, two million visitors logged on to www.smithsonian.com/museumday to learn more about the program.

Since 1971 the *Heritage Museum of Northwest Florida* has preserved local and regional history. Today the Museum has exhibits featuring artifacts made by Northwest Florida's earliest Native American inhabitants, agricultural equipment, an early cabin of 19th century settlers, lumber and fishing industry artifacts, local memorabilia and more. The Heritage Museum is located at 115 Westview Avenue in Valparaiso and is open Saturday, September 25 10 a.m. to 4p.m. For more information, call (850) 678-2615 or visit www.heritage-museum.org

This year, Toyota will enhance the Museum Day experience both in *Smithsonian* magazine and online, with elements like the "Featured Five," a listing that encourages visitors to learn about and visit participating museums and venues. Additionally, for each visitor who inquires about the new Toyota Avalon online, Toyota will donate \$1 –up to \$10,000 total-- to museum programming nationwide.

The Museum Day Ticket is available to download at www.smithsonian.com/museumday. Visitors who present the official pass will gain free admission for two people to participating museums and cultural venues. One ticket is permitted per household, per email address.

Listings and links to participating museums' and sponsors' sites can be found at www.smithsonian.com/museumday.

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