



Smithsonian magazine museumday

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Seminole Ah-Tah-Thi-Ki Museum Offers Free Admission on Smithsonian Magazine's 6th Annual Museum Day *--Museum Day 2010 Poised to be Largest to Date--*

THE AH-TAH-THI-KI MUSEUM AT BIG CYPRESS- LOCATED ON THE BIG CYPRESS SEMINOLE INDIAN RESERVATION IN HENDRY COUNTY, FLORIDA. VISIT US AT WWW.AHTAHTHIKI.COM

Clewiston, Florida (September 13, 2010)—On Saturday, September 25, 2010, the Seminole Ah-Tah-Thi-Ki Museum will participate in the sixth annual Museum Day, presented by *Toyota* on behalf of the redesigned 2011 Avalon. The Ah-Tah-Thi-Ki Museum will join participating museums and cultural institutions nationwide to open their doors free of charge to all visitors who download the Museum Day admission 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 expected to outdo 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.

"Smithsonian Magazine's Museum Day directly benefits the Ah-Tah-Thi-Ki Museum in terms of enhanced exposure. As an official Smithsonian Affiliate, we aim to deliver the quality and standards Smithsonian readers and institutional members have come to expect, by providing the most unique, immersive and engaging Seminole experience," said Museum Development Officer, Dorian Lange. "Museum Day helps us share that experience with newer audiences year after year, and we gladly welcome that."

AH-TAH-THI-KI Museum is the tribally owned and operated cultural museum of the Seminole Tribe of Florida. Situated in the Florida Everglades on a 66-acre cypress dome in the Big Cypress Seminole Indian Reservation, the Museum offers more than 5,000 square feet of gallery space featuring rare artifacts and lifelike dioramas depicting Seminole life at the turn of the century. A five-screen orientation theater, one mile raised boardwalk through the natural cypress dome, Living Village and Museum Store all highlight the history, culture and art of the Seminole Indian people and provide an immersive cultural experience. The Museum is the first ever tribally governed museum to be awarded full accreditation by the American Association of Museums (AAM). Currently on view are the temporary exhibits *Postcards and Perceptions: Culture as Tourism*, and *Cattle Keepers: The Heritage of Seminole Cattle Ranching*. Visit www.ahtahthiki.com for more information.

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.

Visit www.smithsonian.com/museumday to download your Museum Day Admission Card. Attendees must present the Museum Day Admission Card to gain free entry to participating institutions. Each card provides museum access for two people, and one admission card is permitted per household, per email address.

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

About Smithsonian Media

Founded in 1970 with the launch of *Smithsonian* magazine, Smithsonian Media—comprising *Smithsonian* magazine, *Air & Space*, goSmithsonian, Smithsonian Media Digital Network, and the Smithsonian Channel—allows the intellectually curious to indulge and engage their passions for history, the arts, science, the natural world, culture and travel. Smithsonian Media’s flagship publication, *Smithsonian* magazine, has a circulation of more than two million and nearly seven million readers. This multimedia network is also affiliated with the world’s most visited museum and research complexes at the Smithsonian Institution.

About Toyota Motor Sales, U.S. A., Inc.

Toyota Motor Sales (TMS), U.S.A., Inc. is the marketing, sales, distribution and customer service arm of Toyota, Lexus and Scion. Established in 1957, TMS markets products and services through a network of more than 1,400 people in the U.S. and sold more than 1.77 million vehicles in 2009. For more information about Toyota visit www.toyota.com, www.lexus.com, www.scion.com or www.toyotaneewsroom.com.