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CONTACT:

Theresa Kosen, Executive Director, San Diego Museum Council

619.276.0101

[tkosen@sandiegomuseumcouncil.org](mailto:tkosen@sandiegomuseumcouncil.org)

**THE SAN DIEGO MUSEUM COUNCIL PRESENTS THE BIG EXCHANGE 2016**

***Offering Museum Members Reciprocal Admission to More Than 30 Locations in San Diego***

**SAN DIEGO** – The San Diego Museum Council is pleased to announce The Big Exchange from May 1–18, offering members of participating institutions reciprocal admission to 30 museums, gardens, historic sites, and more throughout San Diego County. Members can take advantage of this special offer by visiting any of the 30 participating institutions and simply telling the visitors services representative that they are visiting for The Big Exchange. They can show their membership card from any of the participating museums to receive complimentary reciprocal admission.

This year’s lineup of participating organizations offers members the opportunity to expand their interests, make new discoveries, and explore San Diego’s diversity. Gain insight on San Diego’s rich history with a visit to iconic sites like the USS Midway Museum and the San Diego History Center. Enjoy the coastal coolness of the California Surf Museum and the Pacific marine life encounters at Birch Aquarium at Scripps. Explore world-class art collections and the astounding architecture of Balboa Park with internationally renowned art museums including the Mingei International Museum, Museum of Photographic Arts, and the largest art museum in the county—The San Diego Museum of Art.

“Our museums appreciate the opportunity to provide their members added value,” said Kerri Fox, President of the San Diego Museum Council. “We anticipate over 5,000 people will take advantage of ‘trying out’ other museums this May. Reciprocal membership privileges allow people to see what other museums are doing and discover what it's like to be a member.”

The San Diego Museum Council celebrates San Diego’s extensive collection of cultural organizations by extending The Big Exchange this year to run through International Museum Day on May 18—a global event to celebrate and raise awareness of the cultural importance of museums.

## Participating Organizations:

**Barona Museum & Cultural Center\***  
**Birch Aquarium**  
**Bonita Museum**  
**California Surf Museum**  
**Flying Leatherneck Aviation Museum**  
**Gaslamp Museum at the Davis-Horton House**  
**Heritage of the Americas Museum**  
**Japanese Friendship Garden**  
**Living Coast Discovery Center**  
**Maritime Museum of San Diego**  
**Maston House Museum & Garden/SOHO**  
**Mingei International Museum**  
**Museum of Contemporary Art San Diego**  
**Museum of Making Music**  
**Museum of Photographic Arts**  
**Oceanside Museum of Art**  
**San Diego Archaeological Center**

**San Diego Automotive Museum**  
**San Diego Children's Discovery Museum**  
**San Diego Chinese Historical Museum**  
**San Diego History Center**  
**San Diego Model Railroad Museum**  
**San Diego Natural History Museum (theNAT)**  
**The New Children's Museum**  
**The San Diego Museum of Art**  
**Timken Museum of Art\***  
**USS Midway Museum**  
**Veterans Museum at Balboa Park**  
**Visions Art Museum**  
**Warner-Carillo Ranch House Museum**  
**Water Conservation Garden\***  
**Whaley House Museum**  
**Women's Museum of California\***

*\*Museums that do not charge admission.*

Please note: Balboa Park Explorer Pass holders are not included in this program. Each membership is reciprocal, per guest or membership status.

For more information visit: [www.sandiegomuseumcouncil.org](http://www.sandiegomuseumcouncil.org)

### **About the San Diego Museum Council**

The San Diego Museum Council is located at 2750 Historic Decatur Rd., Studio 201, San Diego, Ca 92106.

General information, (619) 276-0101, Website: [www.sandiegomuseumcouncil.org](http://www.sandiegomuseumcouncil.org)

Facebook: <https://www.facebook.com/SanDiegoMuseumCouncil> Twitter: [@gomuseums](https://twitter.com/gomuseums)

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The San Diego Museum Council represents San Diego County's museum community by increasing awareness, connecting, and providing services to the diverse museums within its members. With more than 40 unique museums as members, The San Diego Museum Council offers events like The Big Exchange, Museum Month, Kids Free October, and other community-oriented programs and events that provide San Diegans the opportunity to engage and discover the rich cultural organizations that America's finest city has to offer.

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