

PALM SPRINGS ART MUSEUM TO OFFER FREE COMMUNITY DAY JULY 17*Target Arts & Wonder Free Family Event Offers Educational Activities for Families*

July 9, 2010 (Palm Springs, CA) - The Palm Springs Art Museum will offer a free community day on Saturday, July 17 as a part of a national "Target Arts & Wonder Free Family Event" series of programs that are occurring on the weekend of July 16-18, 2010 throughout the nation. The museum will offer free admission and activities, including a screening of the film *Night of Truth* (the Chairman's Choice film from the Global Lens series of foreign films now screening at the museum), a family activity featuring watercolor painting, poetry readings and guided tours. Admission and all programming are complimentary due to a grant from Target, the national retail store chain.

Program details for Saturday, July 17, 11 a.m. - 4 p.m.

The Palm Springs Art Museum will feature free admission and activities throughout the day, including.

FREE Film Screening: *Night of Truth*, Burkina Faso, 2004, 100 minutes

11:00 a.m.-12:30 p.m., Annenberg Theater

A special selection from the Global Lens 2010 series of foreign films currently screening at the museum, this Chairman's Choice film tells the story of two fictitious nations that agree to an armistice after years of a bloody civil war. As the factions meet to discuss the terms of the cease-fire, the actions of a madman threaten to unravel the newfound peace.

Family Activity: Watercolors

12:30 p.m.-2:30 p.m., Rubenstein Studio

Join museum staff as you perfect your skills doing watercolors.

"Open Mic Open Minds" - live poetry readings

1:00 p.m. - 4:00 p.m., James and Jackie Lee Houston Atrium

Listen to local poetry writers as they read excerpts from their works.

Docent Spotlight tours

12:00 p.m. - 3:00 p.m., entire museum

Join museum docents as they give tours of the facility and discuss the temporary and permanent exhibitions.

Target Arts & Wonder Free Family Event

As a part of Target's commitment to arts and education, during the third weekend of July more than 80 institutions in 30 areas will participate in the Target Arts & Wonder Free Family Event. Three local art institutions in the Inland Empire will participate in the weekend event, offering guests the opportunity to visit and experience the Town of Apple Valley Free Concert, the Riverside Art Museum's Art Fun in the Sun, and the Palm Springs Art Museum. All participating institutions across the country, courtesy of Target, will offer a wide range of fun hands-on activities.

About Target

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,740 stores in 49 states nationwide and at Target.com. Target is committed to providing a fun and convenient shopping experience with access to unique and highly differentiated products at affordable prices. Since 1946, the corporation has given 5 percent of its income through community grants and programs like Take Charge of Education. Today, that giving equals more than \$3 million a week.

About the Palm Springs Art Museum

Located downtown in an architecturally-significant building, the Palm Springs Art Museum features compelling exhibitions and a robust permanent collection of modern, contemporary, Native American, Western and Mesoamerican and glass art in 28 spacious galleries and in its two outdoor sculpture gardens. The museum offers educational lectures, films and an assortment of programs and art workshops for all ages. The museum's Annenberg Theater features outstanding musical performances. The museum is open six days a week; Sunday, Tuesday, Wednesday, Friday and Saturday from 10 a.m. to 5 p.m., and Thursday from 12 p.m. to 8 p.m. with free admission from 4 - 8 p.m. sponsored by the City of Palm Springs. Admission is free to members; youths 12 and under and active-duty military and their families. Regular admission is \$12.50 for adults; \$10.50 for seniors 62 and over; and \$5 for adult students. For more information, call 760.322.4800 or visit www.psmuseum.org.

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