

MEDIA ALERT

February 28, 2019

SFMOMA ANNOUNCES FREE FAMILY DAY—SUNDAY, MARCH 10

In-gallery art making, story time and an array of family-friendly programming



WHAT:

The San Francisco Museum of Modern Art (SFMOMA) invites families to enjoy a day of art and fun at Free Family Day on Sunday, March 10. Visitors will choose from an array of family-friendly activities, including in-gallery art making, a screening of the enchanting film *Wonderstruck* (presented in collaboration with SFFILM), story time with San Francisco Public Library librarians and access to our galleries. Drop in to the Public Knowledge Library on Floor 2 to create a map of your San Francisco memories, taking inspiration from the detailed miniature replica of 1938 San Francisco that is the focus of the exhibition *Public Knowledge: Take Part*.

Admission is free for up to two adults accompanying each visitor age 18 and younger. Tickets can be claimed **in person only on the day of the event**. Special Free Family Day activities will conclude at 4 p.m., but the galleries will remain open until the museum closes at 5 p.m.

Looking ahead, SFMOMA will also be open to **all visitors** free of charge 10 a.m. to 9 p.m. on Thursday, March 21, as part of the new Culture for Community initiative—an alliance of more than a dozen Yerba Buena neighborhood arts and cultural institutions. For more information, visit sfmoma.org/cfc.

Wonderstruck

Phyllis Wattis Theater

Screening at 10:30 a.m. and 1:30 p.m.

Wonderstruck, presented in collaboration with SFFILM, is the whimsical tale about two children living in different decades on a similar journey. Viewers will be taken on a magic-filled ride with twists and turns along the way.

WHY:

Free Family Days are a long-standing SFMOMA tradition, created to broaden the museum experience for our local communities and families. Educational programming, performance and collaboration with local partners create a unique opportunity for visitors of all ages to engage with the museum in a way that makes them a part of the artistic process. Much more than a free day at the museum, Free Family Days are culturally immersive and educational experiences to be enjoyed by all audiences.

WHEN:

Free Family Day

Sunday, March 10, 2019

10 a.m.–5 p.m.

WHERE:

SFMOMA, 151 Third St, San Francisco, CA 94103

MORE:

For more information about Free Family Day, visit sfmoma.org/visit/free-family-day-faq/.

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