

**MEADOWS MUSEUM TO JOIN IN ASSOCIATION OF ART MUSEUM DIRECTORS
CELEBRATION OF ART MUSEUM DAY ON MAY 18th 2012
WITH FREE ADMISSION**

VISITORS ARE ALSO ENCOURAGED TO PARTICIPATE BY
SHARING THEIR MUSEUM EXPERIENCES DURING THE CELEBRATIONS

DALLAS, May 10, 2012— **THE MEADOWS MUSEUM** at Southern Methodist University announced today that it will offer free admission on May 18, as well as a guided tour at 11:00 a.m., as part of the Association of Art Museum Directors' (AAMD) Art Museum Day, coinciding with International Museum Day on Friday, May 18, 2012. In 2011, **THE MEADOWS MUSEUM**—along with more than 100 other AAMD member museums across North America—participated in International Museum Day.

In recognition of the important role museums play in their communities, **THE MEADOWS MUSEUM** will encourage visitors to share their museum experiences during Art Museum Day on a special printed form available at the museum and via social media with the hashtag #ArtMuseumDay in a collective public response.

“It is our pleasure to participate in Art Museum Day once again, celebrating with both our local and our international communities the impact art museums have on our lives,” says Museum Director Mark A. Roglán.

“Art museums create opportunities for the public to engage directly with works of art in new and meaningful ways—from transformative educational initiatives to innovative public partnerships.” said Chris Anagnos, Executive Director of AAMD. “AAMD believes that art should be accessible and relevant to all, and we are so pleased that the Meadows Museum is joining with us and the global community of museums to celebrate the role museums play in their communities and to encourage visitors to share their museum experiences.”

Participation in the international event highlights the value of the visual arts in society, and provides new opportunities for audiences to participate in wide-ranging programs and record their encounters with works of art.

AAMD member museums—located across the United States, Canada, and Mexico—include regional museums as well as large international institutions. International Museum Day is organized annually around the world by the International Council of Museums (ICOM). AAMD's Art Museum Day is an opportunity to focus attention on the role of art museums in North America, as part of ICOM's global celebration of museums.

A comprehensive list of participating AAMD member art museums will be available in the newsroom of the AAMD website (<http://www.aamd.org/newsroom/>). Note that while AAMD's Art Museum Day and ICOM's International Museum Day is formally held each year on May 18th, some institutions shift their celebrations to adjacent dates.

ABOUT THE MEADOWS MUSEUM

The Meadows Museum is one of the leading art institutions of the Southwest. Established in 1965 by oilman Algur H. Meadows, it is located on the campus of Southern Methodist University in central Dallas. Its permanent collection of Spanish art, one of the largest and most comprehensive outside of Spain, contains works from the 10th through the 21st centuries by such masters as Velázquez, Goya, Miró and Picasso. Its holdings also include a significant collection of 20th century sculpture, much of it on display in its outdoor plaza, as well as the University Art Collection, which features works by a number of noted Texas artists. In accordance with its mission to advance knowledge and understanding of art, the Meadows Museum collaborates with institutions and collectors around the world to serve its broad audience by mounting exhibitions of works of the greatest aesthetic and historical importance, as well as offering a range of educational programs. Visit www.meadowsmuseumdallas.org for more information.

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