



SACRAMENTO AREA
MUSEUMS

Sacramento Area Museums Encourage Shoppers to Visit Local Museum Stores during *Museum Store Sunday* on December 1

SACRAMENTO, Calif. (November 13, 2019) – In partnership with the Museum Store Association (MSA), many Sacramento area museums are proud to participate in the third annual *Museum Store Sunday* on December 1, 2019. With more than 1,200 museum stores participating across 18 countries and five continents, the international effort is designed to remind consumers about the unique and inspired shopping experience that exists in one-of-a-kind museum stores that showcase a broad assortment of highly curated and mission-specific gifts. *Museum Store Sunday* is managed by the Museum Store Association based in Philadelphia, Pennsylvania. *Museum Store Sunday* is open to all independently operated museum stores and non-profit retailers located at museums, zoos, aquariums, botanical gardens, historic sites, and other unique cultural institutions in the United States and internationally.

MSA's *Museum Store Sunday* aims to be the global annual day to **Be a Patron** – shop conscientiously and support museum stores and their missions worldwide. The Sacramento area community is invited and encouraged to **Be a Patron** and shop at local museum stores on *Museum Store Sunday* (and every day) as proceeds help benefit the museums and their respective missions.

A sampling of the unique products available along with special activities happening on *Museum Store Sunday* at local museum stores include the following:

- **California Automobile Museum** – the on-site museum store offers unique gifts for all ages. Shoppers and enthusiasts will enjoy 10 percent off an amazing selection of collectible magazines, books and model cars plus new mark-downs on merchandise including many one-of-a-kind items and collectibles.
- **California State Railroad Museum** – with a wide selection of gift ideas perfect for train enthusiasts of all ages, the on-site Museum Store is the Northern California holiday headquarters for exclusive THE POLAR EXPRESS™ Train Ride merchandise. From the famed book to ornaments, bells, games and clothing, the California State Railroad Museum Store in Old Sacramento has everything shoppers need to make holiday-giving magical. A great gift idea is the Polar Express Wooden Train, a Northern California exclusive that is compatible with other wooden railroad tracks and trains.

- **Crocker Art Museum** – Known throughout the community for its beautiful and meaningful art gifts, the Crocker Art Museum Store is a destination for holiday shoppers in search of thought-provoking objects for homes and offices, wearable art, and gifts that invite recipients of all ages to explore their creativity. On Museum Store Sunday, Crocker members will receive 20 percent off and non-members will receive 10 percent off all purchases. Free to shop, no admission required.
- **Sacramento Children’s Museum** – the on-site museum store will offer a free set of festive and fun holiday glasses (eyewear) to shoppers who spend \$25 or more in the store on *Museum Store Sunday*, while supplies last.
- **Sacramento History Museum** – the on-site Museum Store will offer 20 percent off regularly priced vintage toys and games. Patrons can also shop for handmade jewelry, books, festive holiday décor and plenty of silver and gold, including gold nuggets from the American River. Spend \$25 and purchase the beautiful coffee-table book, *Sacramento – A Photographic Portrait* for \$20. Each purchase will be packaged in a craft paper bag with handles and hand printed with the Museum’s name from our own print shop. Stop by for hot cider and cookies.
- **State Indian Museum** – the on-site museum store offers lots of great merchandise in stock, just in time for holiday shopping. On that one special day, shoppers will receive a free Dreamcatcher plus a free *Museum Store Sunday* reusable canvas tote (one each per customer) while they last with every \$25 or more purchase (while supplies last). The museum store offers a myriad of handcrafted and hard-to-find Native motif and Native-made items, including sage bundles, sweetgrass braids, Tanka Bars (buffalo), ceramics, soaps, local art, greeting cards, t-shirts, souvenir coins & patches. Shoppers will also find a variety of items chosen especially for children, and the largest selection of Native American books just about anywhere.
- **Sutter’s Fort State Historic Park** – In celebration of *Museum Store Sunday*, Friends of Sutter’s Fort will offer a 20 percent discount on all purchases made at the Sutter’s Fort Gift & Trade Store, which offers a wide range of unique holiday gifts for history lovers and nature enthusiasts. Popular items include hand-crafted beeswax candles, iron goods, and leather journals, as well as handmade dolls, hats, tote bags, and aprons. The store also features a great selection of books written on Sacramento and California history, the Gold Rush, Sutter’s Fort, and the Overland Trail, many published by local authors. In addition, the on-site store carries an assortment of educational craft kits and games that are fun for all ages. All proceeds from the Sutter’s Fort Gift & Trade Store support ongoing efforts at Sutter’s Fort State Historic Park.

For more information about the *Museum Store Sunday* happening on December 1, 2019, please visit <https://museumstoresunday.org>. For more information about Sacramento area museums, “like” them on Facebook at www.Facebook.com/SacMuseums, follow them on Instagram and Twitter @SacMuseums or visit the user-friendly website at www.SacMuseums.org.

Social media hashtags: #sacmuseums, #museumstoresunday

About Sacramento Area Museums (SAM)

Comprised of 30 greater Sacramento area museums working in partnership with Visit Sacramento, SAM’s mission is to raise awareness of local museums by giving the community the opportunity to discover California’s fine art, history, science and wildlife treasures. SAM achieves its mission through implementing cooperative promotions and developing strategic marketing alliances, by encouraging sharing of knowledge and resources among its partner institutions. For more information, visit www.SacMuseums.org.

Media Contact: Traci Rockefeller Cusack at 916-213-4373 or traci@trockcommunications.com