



## **PRESS RELEASE**

### **CELEBRATE NATIONAL DAY AT OUR MUSEUMS**

#### **– Free Entry to Museums in August**

#### ***Free admission to Singaporeans and PRs in August***

**29 July 2011** – Immerse yourself in the Singapore Spirit of culture and heritage at the museums. In celebration of our nation's 46<sup>th</sup> birthday, the National Heritage Board invites you to step into our seven museums free of charge this August.

2 Free admission for Singaporeans and Permanent Residents (PRs) in Singapore is valid for all permanent galleries in the museums from 1 – 31 August 2011. Visitors can reacquaint themselves with Singapore's rich history at the History and Living Galleries of the National Museum of Singapore (NMS), find out more about our Asian neighbours in the Asian Civilisations Museum (ACM), celebrate our contemporary life reflected through engaging installations at the Singapore Art Museum (SAM), and explore the Peranakan culture at the Peranakan Museum.

3 Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts, said the free admission in August was also to provide greater accessibility to Singapore's national museums. He added, "Our national museums are also wonderful places to learn more about the different cultures of Singapore. This is a great opportunity for families and friends to find out more about our diverse heritage and culture at our national museums."

#### ***Open House days in August***

4 In addition, our museums will be opened free of charge to all visitors on the following Open House days in August:

National Day	9 August
Hari Raya	30 August

5 On Open House days, admission is free for all, to all galleries and exhibitions, including special exhibitions, such as *Terracotta Warriors: The First Emperor and His Legacy* at ACM, *Abbas, 45 Years in Photography* at NMS as well as *Art Garden* at the Singapore Art Museum (SAM).

6 Said, Michael Koh, CEO of NHB, “August is the month when we commemorate how far we have come, as a nation. Similarly, in the museums, we celebrate our past in the present. What better way to feel proud of being Singaporean than to come to the museums and be part of this. Our shared culture and heritage is what will bring us through to the future.”

7 So, visit our museums in August and get in touch with Singapore’s culture and heritage!

8 Details on admission to museums may be found in the Annex.

For more information, please contact:

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## Annex

Admission information for August\*

	Singaporeans/PRs	Non-Singaporeans/PRs
<b>Asian Civilisations Museum</b>		
Special Exhibition <i>Terracotta Warriors: The First Emperor and His Legacy</i>	\$5 (usual charge \$8)	\$5 (Usual charge \$8)
Permanent Galleries only	Free	\$3
<b>National Museum of Singapore</b>		
Special Exhibition <i>Abbas, 45 Years in Photography</i>	\$5	\$5
Permanent Galleries only	Free	\$10
<b>Singapore Art Museum</b>		
Special Exhibition <i>Art Garden</i>	\$5	\$5
All Galleries	Free	\$5
<b>SPM</b>		
All Galleries	Free	\$5
<b>Peranakan Museum</b>		
All Galleries	Free (Usual charge \$6)	\$5 (Usual charge \$6)
<b>Memories at Old Ford Factory</b>		
	Free	\$3
<b>Reflections at Bukit Chandu</b>		
	Free	\$2

\*With the exception of Museum Open House days on 9 and 30 August