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ASIAN ART MUSEUM ANNOUNCES
TARGET FIRST FREE SUNDAYS
FREE ADMISSION FOR ALL ON THE FIRST SUNDAY OF EACH MONTH

Target First Free Sundays Replaces Target Tuesdays Allowing Greater Community Access to the Asian Art Museum

SAN FRANCISCO, CA, APRIL 9, 2008: Beginning on May 4, 2008, the Asian Art Museum will offer FREE admission to all visitors on the first Sunday of each month, courtesy of Target. This new offering, officially titled **Target First Free Sundays** replaces the museum's highly popular "Target Tuesdays," a program inaugurated during the grand opening of the museum's new facility at Civic Center in March 2003, offering free admission to all visitors on the first Tuesday of each month. These Target-sponsored free admission days allowed thousands of visitors to experience all that the museum had to offer regardless of economic means. By shifting the museum's free admission day to the first Sunday of each month—a day better suited toward the needs of working families—the museum expects even greater numbers to enjoy the museum's critically acclaimed exhibitions, unique public programs, and renowned collection of Asian art, ultimately helping the museum to better fulfill its mission of leading a diverse global audience in discovering the unique aesthetic and intellectual achievements of Asian art and culture. (Please note: Regular museum admission fees will apply on the first Tuesday of the month beginning May 6, 2008.)

To kick off **Target First Free Sundays**, the Asian Art Museum will host a day-long Family Festival celebrating Asian Pacific American Heritage Month (see below for schedule). Recently appointed museum director, Jay Xu, will make his first public appearance. He is slated to officially launch the day with opening remarks, shake hands with visitors as they enter the museum, and take part in the festivities scheduled.

"Target-sponsored free admission days have historically ranked as the most popular visiting day of every month," said Dixon Doll, chair of the Asian Art Commission, and Asian Art Museum Foundation. "We view **Target First Free Sundays** as an opportunity to bring even more people, especially families, to the museum. Families will benefit from access to our Storytelling program, yoga classes geared towards kids, and other special events. I hope that the

community will take advantage of this unique opportunity and visit on Sunday, May 4 for the inaugural celebration as well as on **Target First Free Sundays** in the future. We thank Target for making this offering possible, and for their expanded and continued support.”

“Target believes that the arts bring communities together by creating experiences that cross cultures, inspire ideas for the future, and enrich life today,” said Laysha Ward, vice president, community relations, Target. “We are proud to join with the Asian Art Museum for **Target First Free Sundays**, as a way to make the arts accessible to youth and families in the Bay Area and showcase the rich and diverse heritage of the world’s largest and most populated continent.”

**Target First Free Sunday Kick-off Festivities
Celebrate Asian Pacific American Heritage Month**

Sunday, May 4, 2008
10 am – 5:00 pm

In celebration of the new **Target First Free Sunday** program and in recognition of Asian Pacific American Heritage Month, families throughout the Bay Area are invited to celebrate the launch of the new **Target First Free Sunday** program at the Asian Art Museum on Sunday, May 4. From 10:00 AM to 4:30 PM., the museum will come alive with artist demonstrations, dance workshops and performances, book readings, storytelling in the galleries, hands-on activities for visitors of all ages, and more. The schedule of activities is listed below. (Schedule may change without notice. Updates can be found at www.asianart.org.) Media sponsor: The Examiner.

Front Steps Stage Performances

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| 10:05-10:15 am | Kickoff remarks by recently appointed museum director, Jay Xu |
| 10: 25–10:55 am | Gen Taiko |
| 12:00-12:30 pm | Cambodian Dance from Indochinese Housing Development Corporation (IHDC) |
| 12:30–12:55 pm | Touch of Polynesia Dance Group |

Samsung Stage Performances, Workshops & Demos

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| 10:15–10:45 am | Wendy Tokuda reading from her children’s book, <i>Humphrey the Lost Whale</i> |
| 11:00 am-12:00 pm | June Kuramoto and James Cornwell interactive koto demo & workshop |
| 1:00-2:00 pm | Likha Too Filipino youth dance workshop & performance |
| 2:30-3:30 pm | Red Panda Chinese Acrobats interactive demo & performance |

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4:00-4:30 pm June Kuramoto and James Cornwell performance

Stories of Survival Readings

Vinson Nook

2:00-3:00 pm Readings from *Stories of Survival*, with IHDC youth and their families

Artist Demonstrations & Hands-on Activities

North Court

11:00 am-4:00 pm Chinese brush painting demo with Aiqin Zhou
Activity: “Nature in Art” brush painting
Activity: Chop making

Sashiko (Japanese running stitch) demo with Lucy Arai
Activity: Make a Japanese fisherman’s coat or construct your own *temari*, a traditional embroidered folk art

Thangka painting demo with Ang Tsherin Sherpa
Activity: Draw & paint Green Tara or Shakyamuni Buddha

Education Resource Room

11:00 am-4:00 pm Indian Odissi dance, mudra & costume demo with members of Pallavi
Activity: Learn about the mudras, poses, body paint & costumes of Odissi dance

Self-Guided Activities in the Galleries

10:00 am-5:00 pm
(Drop-in, ongoing)

- “Arts of Tibet” family guide: Families can learn about the mudras, color symbolism, and Buddhist iconography in the sculptures and paintings of the Himalayan gallery
- “Ganesha” guide: Visitors can read the story of the Hindu deity, Ganesha, and discover how he got his elephant head and what he carries in his four arms

Tours & Talks

Meet at the Information Desk

Storytelling

1:00-1:45 pm The museum’s storytellers bring the myths and folktales of Asia alive with stories that educate and engage

Docent Family Tours

10:30-11:00 am Body Language: Docents lead a tour of the South Asian, Southeast Asian, and Himalayan galleries as visitors explore the human form in Asian art

3:00-3:30 pm Nature in Art: Docents lead a tour of the Chinese, Korean, and Japanese galleries as visitors explore the natural world in East Asian art

About Target

Minneapolis-based Target serves guests at 1,591 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

About the Asian Art Museum

The Asian Art Museum is a public institution whose mission is to lead a diverse global audience in discovering the unique material, aesthetic, and intellectual achievements of Asian art and culture. Holding more than 17,000 Asian art treasures spanning 6,000 years of history, the museum is one of the largest museums in the Western world devoted exclusively to Asian art. Once located in San Francisco's Golden Gate Park, the museum now resides at its new, expanded facility at Civic Center Plaza. An architectural gem featuring a dynamic blend of beaux arts and modern design elements, the museum's new home is the result of a dramatic transformation of San Francisco's former main library building by renowned architect Gae Aulenti (designer of Paris's Musée d'Orsay) into a showcase for the museum's acclaimed collection and exhibitions.

- **Information:** (415) 581-3500 or www.asianart.org.
- **Location:** 200 Larkin Street, San Francisco, CA 94102.
- **Hours:** The museum is open Tuesday through Sunday from 10:00 am to 5:00 pm, with extended hours until 9:00 pm every Thursday.
- **Admission:** \$12 for adults, \$8 for seniors, \$7 for youth 13–17, and free for children under 12. Thursday evenings after 5 pm admission is just \$5 for all visitors except those under 12 and members, who are always free. **Target Tuesdays:** The museum offers FREE admission to all on the **first Tuesday** of every month, courtesy of Target Stores. **Beginning May 2008, Target Tuesdays will be replaced with Target Sundays, with FREE admission offered on the first Sunday of the month, courtesy of Target Stores. Regular admission fees will apply the first Tuesday of the month beginning in May.**
- **Access:** The Asian Art Museum is wheelchair accessible. For more information regarding access, please call (415) 581-3598; TDD: (415) 861-2035.