

# LACMA FOR IMMEDIATE RELEASE

## MEDIA ADVISORY

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### LACMA CELEBRATES EARTH DAY WITH A FULL DAY OF EARTH-FRIENDLY ACTIVITIES FOR ALL AGES

**WHAT:** The Los Angeles County Museum of Art (LACMA) hosts a day of programming and activities in celebration of **Earth Day: Because Earth without Art is just "Eh."**

Free general admission will be granted to those who travel to the museum by alternative means of transportation (bike, walk, Metro, etc.). The day will feature tours of the raised beds with creative gardening solutions from Ray's restaurant, spoke card designing, a free bike photo booth, and the internationally acclaimed music project, "Play Me, I'm Yours."

**WHO:** Programming will include Sketching in the Park with artist **Thom Dower** (2–5 pm), Storytelling with performer **Angela Lloyd** (2 pm), and music throughout the day by KCRW's **DJ Dan Wilcox** (12–5 pm).

**Earth Day: Because Earth without Art is just "Eh"** will also present a special film screening in the Bing Theater of *Riding Bikes with the Dutch*, a short documentary comparing the bicycling culture in Holland and the car-centric daily life in Southern California (2 pm). Join the filmmaker, **Michael Bauch**, for a Q&A immediately following the screening. Clips from the film and Bauch's upcoming documentary *Ride: In Living Color* will be shown throughout the day (12–5 pm).

**WHEN:** Sunday, April 22, 2012, 12–5 pm

**WHERE:** 5905 Wilshire Blvd.  
Los Angeles, CA 90036

**ADMISSION:** General museum admission is required for entry into the galleries. Free museum admission will be granted to those with a bike helmet or bike parking receipts, or to those who have traveled to LACMA by any other means besides a car (bike, walk, Metro, etc.) Admission to *In Wonderland* is excluded.

Free bike valets will be available on a first-come, first-served basis. Additional bike racks are available near the 6<sup>th</sup> Street and Wilshire entrance.

For more information, please contact the LACMA Communications Department at [press@lacma.org](mailto:press@lacma.org) or 323 857-6522.

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