



FOR IMMEDIATE RELEASE

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Explore L.A. With Your Library Card

Los Angeles Public Library cardholders can now receive free or discounted tickets to many of the top museums and attractions in Los Angeles

Los Angeles, (Dec., 14, 2018) – Beginning today, your Los Angeles Public Library card will provide access to free or discounted tickets to many of the top museums and attractions in Los Angeles as part of the Explore L.A. program.

Created as a partnership between the library, *Discover & Go* and 18 local cultural institutions, Explore L.A. allows library cardholders to and reserve free or discounted passes by visiting visit lapl.org/explorela. Each organization makes a select number of passes available each month through Explore L.A., and at the start of each month, the supply is replenished. Additionally, The Hammer Museum and La Plaza de Cultura y Artes, which already offer free admission, are offering discounts to their gift shops to anyone who reserves a ticket through the library's online booking system.

"Your Los Angeles Public Library card is already the best card in L.A., and now, with Explore L.A., it is getting even better," City Librarian John F. Szabo said. "At the library, we believe in giving all of our patrons equitable opportunity and access to knowledge. Explore L.A. is a natural extension of that and we are proud to partner with all of these wonderful museums and cultural institutions in order to help make that goal a reality."

Participating museums and attractions are:

Autry Museum of the American West
Battleship IOWA
Catalina Island Museum
Chinese American Museum
Craft and Folk Art Museum
Discovery Cube Los Angeles
GRAMMY Museum
The Hammer Museum
Japanese American National Museum
Kidspace Children's Museum

La Brea Tar Pits and Museum
La Plaza de Cultura y Artes
Los Angeles Conservancy
Los Angeles Zoo
The Museum of Jurassic Technology
Museum of Tolerance
Natural History Museum of Los Angeles County
Skirball Cultural Center

(more)

Peter Persic, Public Relations & Marketing Director

(cont.)

To learn more about Explore L.A. and all of the participating institutions, or to reserve your passes for any of the sites above, please visit lapl.org/explorela.

A recipient of the nation's highest honor for library service—the National Medal from the Institute of Museum and Library Services, the Los Angeles Public Library serves the largest and most diverse urban population of any library in the nation. Its Central Library, 72 branch libraries, collection of more than 6 million books, state-of-the-art technology accessible at lapl.org, and more than 18,000 public programs a year provide everyone with free and easy access to information and the opportunity for life-long learning.

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