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YERBA BUENA ARTS AND CULTURE FREE-4-ALL
Free Admission to 12 Cultural Institutions
Saturday, November 10, 2007

On Saturday, November 10, 2007, from 11 a.m. to 5 p.m., all 12 arts and cultural institutions in San Francisco's vibrant, easily accessible Yerba Buena Neighborhood will open their doors for a first-ever free day for all visitors. Art, history, and science museums in this diverse district will participate with exhibitions and activities for adults and children.

This collaboration is the first major event sponsored by the Yerba Buena Cultural Consortium, an alliance of the arts and cultural organizations in the Yerba Buena Neighborhood.

"The Yerba Buena Neighborhood is the cultural heart of San Francisco," says Heather Hoell, Executive Director of the Yerba Buena Alliance. "The Yerba Buena Arts and Culture Free-4-All is the perfect opportunity to explore the area. With 12 cultural institutions open for free, there is something here for everyone."

"Oracle is proud to sponsor the Free-4-All in appreciation of the Bay Area's support of our annual Oracle OpenWorld conference," said Tania Weidick, Vice President, Oracle. "We wish to thank the residents of San Francisco for welcoming our customers and partners and hope that everyone takes the opportunity to use the Free-4-All to experience some of the City's most inspiring cultural venues and events, while exploring the Yerba Buena Neighborhood."

Participating Institutions

The participating institutions offer a variety of spirited activities for all ages. Highlights of the day include:

California Academy of Sciences: Watch the penguin feeding at 11 a.m. or 3:30 p.m., learn about Rockin' Reptiles at 1 p.m., or meet an academy biologist at 2 p.m.

California Historical Society: See *Past Tents*, a humorous and affectionate retrospective on early camping in the West, featuring historic photographs, tales of family outings and car camping, and a presentation of gear used by campers in the 19th and 20th centuries.

Cartoon Art Museum: Enjoy the lighter side of art in *Edward Gorey's Dracula*, an exhibition chronicling the 1978 Tony Award-winning Broadway production, and *The Art and Flair of Mary Blair*, an exhibition featuring the artwork of famed Disney story and concept artist Mary Blair.

Contemporary Jewish Museum: Take a free cell-phone tour of the museum's construction site and learn about the building from the people who are making it happen, including architect Daniel Libeskind.

Gay, Lesbian, Bisexual, Transgender Historical Society of Northern California: Learn about GLBT history in *Out Ranks: GLBT Military Service from WWII to the Iraq War*, the nation's first major exhibition about GLBT lives in the military, and *Women Breaking Barriers: Women's Music from 1964 through 1984*, an exhibition showcasing women's music album covers, concert posters, and photos.

Museum of the African Diaspora: Feast your eyes on *Hungry Planet: What the World Eats*, a fascinating look at the food of 30 families in 24 countries.

The Museum of Craft and Folk Art: Investigate innovative contemporary craft in "*C*" *Change: Craft in our Future*, featuring the work of recent alumni from California College of the Arts.

San Francisco Museum of Modern Art (SFMOMA): Immerse yourself in four stimulating exhibitions: *Jeff Wall*, *Joseph Cornell: Navigating the Imagination*, *Take your time: Olafur Eliasson*, and *Your tempo: Olafur Eliasson*.

SF Camerawork: Experience *There is always a machine between us*, an interactive and evolving exhibit by artists from around the world who use the Internet as a source and inspiration.

The Society of California Pioneers: Examine the daily lives of Gold Rush miners in *Good Prospects: Life in the California Gold Fields* and learn about the early history of baseball in the Bay Area in *From Empire State to Golden Gate: Alexander Cartwright and the Pacific Coast League*.

Yerba Buena Center for the Arts (YBCA): Witness the unexpected, the invisible, and the hidden in *Dark Matters: Artists See the Impossible* and explore the fuzzy line between technology and nature in the "grown" artworks on view in *BioTechnique*.

Zeum: Enjoy the fifth annual *Lights of the Philippines*, a youth art exhibition displaying hand-crafted holiday lanterns, and join a Zeum arts educator for a special fall workshop exploring the magic of colors through paint and stencil.

About the Yerba Buena Cultural Consortium

The Yerba Buena Cultural Consortium is composed of the cultural institutions in the Yerba Buena Neighborhood of San Francisco. It is the consortium's goal to increase visibility and promote the vitality of the Yerba Buena Neighborhood and its cultural institutions to Bay Area residents and tourists.

Event Sponsorship

The Yerba Buena Arts and Culture Free-4-All is underwritten by a generous grant from Oracle and OpenWorld. Promotional support is provided by the San Francisco Convention and Visitors Bureau. Media sponsors for the event are *The Examiner*, *San Francisco Arts Monthly*, and *Yelp*.

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The Yerba Buena Neighborhood is easily accessible by Muni, BART, Golden Gate Transit, SamTrans, and Caltrain. Ample parking is available.

Visit www.yerbabuena.org/Free4All or each institution's Web site for more information

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