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*For Immediate Release*

**DADS ARE FREE THIS FATHER’S DAY WEEKEND AT**  
**SPORTS MUSEUM OF AMERICA**

NEW YORK - Don’t just take Dad out to the ballgame this Father’s Day ... take him to *every* ballgame with a trip to the new Sports Museum of America ([www.sportsmuseum.com](http://www.sportsmuseum.com)).

A day at the Sports Museum of America is like traveling from the Baseball Hall of Fame in Cooperstown to the Football Hall of Fame in Canton; strapping on a goalie mask for the NHL and blocking shots in the NBA; standing on the bricks at the Indianapolis Motor Speedway and taking to the airwaves with your own play-by-play from key moments in sports history in the Broadcast Booth - all in one day!

Dad’s admission is **FREE** this Father’s Day Weekend, both Saturday, June 14<sup>th</sup> and Sunday, June 15<sup>th</sup>, when accompanied by at least one paying adult or child. And, pick up a free limited edition Major League Baseball All-Star Game beverage holder with every \$50 purchase in the SmA Store (while supplies last).

The Sports Museum of America (SmA), the nation's first and only all-sports experience, was created in exclusive partnership with over 50 single-sport Halls of Fame, National Governing Bodies and other sports organizations across North America. SmA features amazing state-of-the-art interactives, dramatic original films and an awe-inspiring collection of artifacts, brought together to powerfully celebrate the history and significance of sports in American history. This next-generation attraction is also home to the original Heisman Trophy and Gallery, and the Billie Jean King International Women's Sports Center, including the first women’s sports hall of fame.

Located in New York City at 26 Broadway (next to the "Charging Bull" and footsteps from the Statue of Liberty Ferry), the Sports Museum of America is now open – just in time for Father’s Day!

The SmA is open Monday-Friday, 9 a.m. – 7 p.m.; Saturday-Sunday, 9 a.m. – 9 p.m., 365 days a year (last admission is 90 minutes prior to closing). Tickets are \$27 (Adults 15 – 59); \$24 (Seniors 60+ and Students with current ID); \$20 (Children 4 – 14); and Free (Children under 4).

For additional information, call 212-747-0900 or visit [www.sportsmuseum.com](http://www.sportsmuseum.com).

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