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*Request for Coverage*

### **KIDS ARE FREE SUNDAYS AT SPORTS MUSEUM OF AMERICA (SmA)**

NEW YORK – Summer vacation just got cooler now that the Sports Museum of America ([www.sportsmuseum.com](http://www.sportsmuseum.com)) is free for children every Sunday morning in July and August.

What better way to spend a summer day than stepping into the SmA's hockey exhibit where you can put your face inside an interactive goalie mask to experience "A Goalie's Eye View", take a peek inside *the* race car Jimmy Johnson drove to win the 2006 Nextel Cup and step into the shoes of an NFL referee and go "under the hood" to make an instant replay call.

How about testing your hand speed against an NBA player on the "Quick Hands" interactive and then taking to the airways with your own play-play from key moments in sports history in the Broadcast Booth?

More than 1,000 artifacts are also on display from the Baseball Hall of Fame in Cooperstown, the Football Hall of Fame in Canton and dozens of other sports museums.

Admission is **FREE** for kids (14 and under) every Sunday this summer through August, from 9:00 a.m. – 12:00 p.m., when accompanied by at least one paying adult.

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 interactive technologies, dramatic original films and an iconic collection of sports memorabilia, and is home to the legendary Heisman Trophy 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 summer fun!

SmA is open everyday, 9 a.m. – 7 p.m., 365 days a year, and 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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