



THE EAST TENNESSEE HISTORICAL SOCIETY

MUSEUM of EAST TENNESSEE HISTORY
Making history personal

For Immediate Release

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Free Admission at Museum of East Tennessee History in Celebration of National Museum Day on September 21, 2019

WHAT: Free Museum Admission for
National Museum Day

DATE: Saturday, September 21, 2019
from 10:00 a.m. - 4:00 p.m.

LOCATION: East Tennessee History Center
601 South Gay Street
Knoxville, TN 37902

ADMISSION: FREE!



(Knoxville, TN) – For the twelfth consecutive year, the Museum of East Tennessee History is pleased to join with museums across the country to participate in *Museum Day* by offering free admission on Saturday, September 21, 2019. *Museum Day* is a program of *Smithsonian* magazine.

The *Museum Day* ticket can be downloaded at smithsonian.com/museumday. Visitors who present the *Museum Day* ticket will gain free entrance for two at participating museums on September 21 for this one day only. One ticket is permitted per household, per email address. Children 16 and under are always free.

Museum Day goes beyond getting visitors through museum doors—it acts as a springboard to empower and help advance the hopes and ambitions of the public, particularly school-aged children and those in underrepresented communities. It represents a national commitment to access, equity, and inclusion. More than 1,500 museums, in all 50 states, are expected to participate this year, making it the largest event of its kind.

About the East Tennessee Historical Society and Museum

At the Museum of East Tennessee History, visitors will enjoy a variety of exhibits, including the award-winning *Voices of the Land: The People of East Tennessee* exhibition, featuring three centuries of life in the region, and the *East Tennessee Streetscape* and *Corner Drug Store*. Also on display is the popular “*It’ll Tickle Yore Innards!*”: *A Hillbilly History of Mountain Dew*, a new exhibition featuring more than 200 artifacts highlighting the drink’s history, from the origins

of the term “mountain dew” and the development of the marketable hillbilly image that influenced media and culture, to becoming the third most popular soft drink brand.

Established in 1834, the East Tennessee Historical Society is one of the most active history organizations in the state and enjoys a national reputation for excellence in programming and education. For 185 years the East Tennessee Historical Society has been helping East Tennesseans hold on to our unique heritage—recording the events, collecting the artifacts, and saving the stories that comprise the history we all share.

The historical society pursues its education mission through publications, lectures, conferences, school programs, museum exhibits, and heritage programs such as the popular First Families of Tennessee and Civil War Families of Tennessee. The East Tennessee History Center houses the staff and programs of the East Tennessee Historical Society, the Museum of East Tennessee History, the Calvin M. McClung Historical Collection, Tennessee Archive of Moving Image and Sound, and the Knox County Archives.

The Museum of East Tennessee History is located in the East Tennessee History Center, 601 S. Gay Street, Knoxville. For more information on exhibitions, programs, or museum hours, call 865-215-8824 or visit the website at www.EastTNHistory.org.

About Smithsonian Media

Smithsonian Media is composed of its flagship publication, *Smithsonian* magazine, as well as *Air & Space*, Smithsonian Books, and the Smithsonian Media Digital Network. In addition, Smithsonian Media oversees the Smithsonian Institution’s interest in the Smithsonian Channel, a joint venture between the Smithsonian Institution and CBS/Showtime. Smithsonian Media is a division of Smithsonian Enterprises, the revenue-generating business unit of the Smithsonian Institution. The Smithsonian is the world’s largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine research facilities. Approximately 30 million people from around the world visit the museums annually.

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