

MEDIA ALERT

October 17, 2019

**SFMOMA ANNOUNCES FREE FAMILY DAY
ON SUNDAY, NOVEMBER 3**

*Lively Array of Family-Friendly Programming Offered Including Storytelling with
Illustrator Shawn Harris, Film Screenings and a Museum-Wide Treasure Hunt*

**WHAT:**

The San Francisco Museum of Modern Art (SFMOMA) invites families to enjoy a day of art and fun at Free Family Day on Sunday, November 3, 2019. Visitors are welcome to choose from an array of family-friendly activities, including hands-on art making, story time with San Francisco Public Library librarians, an art-themed treasure hunt throughout the museum, film screenings in the Phyllis Wattis theater and a special reading of “What Can a Citizen Do?” with illustrator Shawn Harris. Visitors are also encouraged to stop by Floors 4 and 7 for the special exhibition *SOFT POWER*, which features 58

new works by 20 international artists. For more information about *SOFT POWER*, visit, sfmoma.org/SOFTPOWER.

Admission on Free Family Day is free for up to two adults accompanying each visitor age 18 and younger. Tickets are available only **in person on the day of the event, and cannot be purchased in advance**. Free Family Day activities will conclude at 4 p.m., while the galleries will remain open until the museum closes at 5 p.m.

WHY:

Free Family Days are an SFMOMA tradition, created to broaden the museum experience for families in the museum's local communities and beyond. Educational programming, performances and collaborations with local partners create a unique opportunity for visitors of all ages to engage with the museum in a way that makes them a part of the artistic process.

Free Family Days are generously supported by the John & Marcia Goldman Foundation and the Yerba Buena Community Benefit District.

WHEN:

Free Family Day
Sunday, November 3, 2019
10 a.m.–5 p.m.

WHERE:

SFMOMA, 151 Third St, San Francisco, CA 94103

MORE:

For more information about Free Family Day, visit sfmoma.org/visit/free-family-day-faq/.

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