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## **San Diego Museum Council Partners with Hilton Properties in San Diego, Local Libraries for 31<sup>st</sup> Annual San Diego Museum Month in February 2020**

*Nationally recognized program promotes San Diego as a cultural destination  
with half-priced admission to over 40 museums and attractions*

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**SAN DIEGO (Nov. 21, 2019)** – [San Diego Museum Month](#), one of Southern California's most anticipated events of the winter season, will return in February 2020 for its 31<sup>st</sup> year. The San Diego Museum Council presents the annual program, which has earned national acclaim, to encourage visitors and locals alike to experience San Diego's vibrant museum scene with special half-off admission at over 40 museums and cultural institutions throughout the county.

For the third year, Hilton is supporting the San Diego Museum Council by offering Museum Month visitors their best deals at 40 participating [Hilton properties](#) across San Diego County, with locations in close proximity to all participating museums, from downtown San Diego (and nearby cultural hub, Balboa Park), to popular coastal communities, to North County. Hilton guests interested in making the most of their time in America's Finest City exploring a wide range of unique museums, aquariums, gardens and historical sites can pick up their pass when they check-in to any of the participating hotels.

Local residents can pick up Museum Month passes at over 75 public libraries located throughout San Diego County, including branches managed by the following organizations:

- San Diego County Library
- San Diego Public Library
- Carlsbad City Library
- Chula Vista Public Library
- Coronado Public Library
- Escondido Public Library
- National City Public Library
- Oceanside Public Library

This library partnership, now in its second year, helps ensure that the Museum Month pass is accessible to all San Diego County residents. The program is made possible with additional support from the [Serra Cooperative Library System](#).

San Diego Museum Month was created in 1989 to promote the region's diverse range of high-quality cultural offerings. The program has grown to become an annual tradition unrivaled in the United States, with more than 25,000 visitors using the pass to enjoy half-priced museum admission in 2019.

With 42 cultural institutions in 44 locations county-wide, San Diego Museum Month offers something for every interest, including visual art and design, children, science and nature, history, wildlife, military, transportation, music, culture and heritage.

Each Museum Month pass can be used for up to four half-priced admissions at any of the participating museums. Additional fees may apply for special exhibitions and events at some museums. Guests can use their Museum Month pass to visit as many museums as they would like from Feb. 1-29, 2020. More information about Museum Month, including a full list of participating museums and upcoming exhibitions, can be found at [www.sandiegomuseumcouncil.org](http://www.sandiegomuseumcouncil.org).

A San Diego vacation planning guide and interactive map of participating Hilton locations is available at <http://travel.hilton.com/sandiego>.

“San Diego is an incredible arts and culture destination that deserves the spotlight,” said Beth Caulfield, Senior Director, Destination Marketing at Hilton. “We are thrilled to be able to share these unique museum experiences with our guests. Whether they are art aficionados, history buffs, nature lovers or simply curious for new adventures in San Diego, there is a cultural gem waiting to ‘wow’ them during Museum Month.”

“San Diego is about more than beaches and big-name tourist attractions,” said San Diego Museum Council Executive Director Nicole Miller-Coleman. “We believe everyone deserves rich and diverse museum experiences. Thanks to the partners who support this unparalleled community access program, including Hilton Hotels and regional public libraries, those experiences are more tangible than ever. Whether you’re a local or just visiting, San Diego Museum Month is the perfect time to discover 42 more reasons to love San Diego.”

Following San Diego Museum Month, Hilton guests will continue to enjoy special discounts and savings at participating San Diego Museum Council museums and cultural attractions through the rest of the year made possible through this partnership.

#### **About Hilton**

Hilton (NYSE: HLT) is a leading global hospitality company with a [portfolio](#) of 17 world-class brands comprising nearly 6,000 properties with more than 954,000 rooms, in 117 countries and territories. Dedicated to fulfilling its mission to be the world’s most hospitable company, Hilton earned a spot on the 2019 World’s Best Workplaces list, and has welcomed more than 3 billion guests in its 100-year history. Through the award-winning guest loyalty program Hilton Honors, nearly 99 million members who book directly with Hilton can earn Points for hotel stays and experiences money can’t buy, plus enjoy instant benefits, including digital check-in with room selection, Digital Key, and Connected Room. Visit [newsroom.hilton.com](https://newsroom.hilton.com) for more information, and connect with Hilton on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#) and [YouTube](#).

#### **About Serra Cooperative Library System**

Serra is a network of public libraries in the southern California counties of Imperial and San Diego. You can find your local library to discover services and programs available throughout the region. Our goal is to work collaboratively with each other to provide materials and shared services when possible. We are a special district of the State of California, with funding primarily from the State, but augmented through member contributions and grants.

#### **About San Diego Museum Council**

The San Diego Museum Council (SDMC) is a 501(c)3 nonprofit organization comprised of 42 member museums across San Diego County whose mission is to increase awareness, connect, serve and advocate for the diverse institutions within its membership. Each year, SDMC connects hundreds of thousands of San Diego residents and visitors to a range of arts and culture offerings through three signature programs, including Museum Month (February), The Big Exchange (May) and Kids Free in October. More information is available at [www.sandiegomuseumcouncil.org](http://www.sandiegomuseumcouncil.org) or (619) 276-0101. The SDMC can also be found on [Facebook](#), [Instagram](#) and [Twitter](#).

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