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## **Local museums to promote Pierre/Fort Pierre through Business Appreciation Days in December**

PIERRE, S.D. -- From Friday-Sunday, Dec. 9-11, the Bad River Museum Directors will host Business Appreciation Days at four participating local museums, including the South Dakota Cultural Heritage Center, the South Dakota Discovery Center and the South Dakota National Guard Museum in Pierre and the Casey Tibbs Rodeo Center in Fort Pierre.

From Dec. 9-11, any patron presenting a sales receipt dated from Nov. 25-Dec.11 from any business in Fort Pierre or Pierre will receive free admission at the Cultural Heritage Center, the Discovery Center or the Casey Tibbs Center. At the National Guard Museum, where admission is always free, patrons will receive a holiday gift item.

“Our desire is to give back to the business community that supports each of our facilities throughout the year,” said Jay Smith, director of the Cultural Heritage Center museum. “We want to encourage shoppers during the holiday season to seek out our local businesses and encourage people to think of the Pierre/Fort Pierre area as a destination for business, tourism and family fun.”

The group has made posters promoting Business Appreciation Days available to businesses requesting them. Contact Smith at [jay.smith@state.sd.us](mailto:jay.smith@state.sd.us) to get a poster for the promotion.

The Bad River Museum Directors is a working group of local museum directors who have collaborated on projects over the last two years, including “Peanuts, Naturally” and the Bad River Museums Music Project. More projects are planned for the future.

“We are working on ideas now that will promote each of our attractions, but the best part is that we get to work together and share information,” said Sonja Johnson, National Guard Museum director.

“The dialogue strengthens each of our attractions and helps us to improve public service,” said Cindy Bahe, director at the Casey Tibbs Center. “We all draw the public in different ways, but if we can work together to keep people in town for a day longer or an extra few hours – both communities win. It is about supporting our communities.”

“Business Appreciation Days is a great way for local museums to give back to the business community,” said Kristie Maher, director of the Discovery Center. “It is a relatively simple promotion – make a sale, give your customer a receipt and send them to a participating museum on Dec. 9, 10 or 11 for free admission or a gift item.”

All business receipts from any Pierre or Fort Pierre business showing a purchase made between Nov. 25 and Dec. 11 will be honored at the four participating museums from Dec. 9-11 only.

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***About the South Dakota State Historical Society***

*The South Dakota State Historical Society is a division of the Department of Education. The State Historical Society, an Affiliate of the Smithsonian Institution, is headquartered at the South Dakota Cultural Heritage Center in Pierre. The center houses the society's world-class museum, the archives, and the historic preservation, publishing and administrative/development offices. Call (605) 773-3458 or visit [www.history.sd.gov](http://www.history.sd.gov) for more information. The society also has an archaeology office in Rapid City; call (605) 394-1936 for more information.*