

FOR IMMEDIATE RELEASE: Nov. 17, 2014

**Dec. 6 is “Business Appreciation Day” at Pierre & Fort Pierre Museums
New “Bad River Museum Directors” Group Creates new Promotion Opportunity**

PIERRE, S.D. -- The new Bad River Museum Directors group believes that area museums can create greater synergy through collaborations and developing projects they can work on together. They will test this idea on Saturday, Dec. 6, when they promote the new “Business Appreciation Day” 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.

On Dec. 6, any patron presenting a sales receipt dated from Nov. 28-Dec. 6 from any business in Fort Pierre or Pierre will receive free admission. At the National Guard Museum, where admission is always free, patrons can come in for hot cocoa and cookies with Santa.

“Our desire is to give back to the business community that supports each of our facilities throughout the year,” commented Jay Smith, director of the South Dakota 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.”

Business Appreciation Day is not the first project sponsored by the Bad River Museum Directors, who along with Smith are Kristie Maher at the South Dakota Discover Center, Sonja Johnson at the National Guard Museum and Cindy Bahe at Casey Tibbs. They worked together this summer to promote the recent exhibit “Peanuts Naturally” at the Discovery Center through promotions, events, and a supporting advertising campaign through television ads in the Aberdeen, Huron and Rapid City markets to encourage more visitors in the area. Funding for the ads came from a grant from the Missouri River Tourism Association and from the City of Fort Pierre.

Television ads about the Business Appreciation Day will run in the Aberdeen and Huron markets in November and early December.

More projects are being planned by the museum directors in the future.

“We are working on ideas now that will promote each of our attractions in the future, but the best part is that we get to work together and share information,” stated Johnson.

“The dialogue strengthens each of our attractions, and helps us to improve public service,” commented Bahe. “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 so that they can enjoy a meal at a local restaurant – both communities win. It is about supporting our communities.”

The Bad River Museum Directors started following a disaster preparedness workshop at the Cultural Heritage Center in 2013.

“We realized that we had all never been in the same room together before, and that maybe if we got together we might find common ground that will help us discover new ways to bring people to our respective museums,” said Maher. “Business Appreciation Days is a perfect example. We will promote the event locally, but we will also advertise across the state. We hope to have a few more visitors at each institution, but we really hope that we can encourage more people to come to our area and enjoy the environment in the Fort Pierre and Pierre area.”

All business receipts from a Pierre or Fort Pierre business showing a purchase made between Nov. 28-Dec. 6 will be honored at the four participating museums on Dec. 6 only.