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

PIEERRE, S.D. -- From Friday, Dec. 11, through Sunday, Dec. 13, 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. 11-13, any patron presenting a sales receipt dated Nov. 27-Dec.13 from any business in Fort Pierre or Pierre will receive free admission at the South Dakota Cultural Heritage Center, the South Dakota Discovery Center, or the Casey Tibbs Rodeo 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 will provide table tents promoting Business Appreciation Days to businesses requesting them beginning in late November. The tents are designed to sit on or near cash registers, or anywhere in the physical environs of the business according to the determination of the business owner. Please contact Smith at [jay.smith@state.sd.us](mailto:jay.smith@state.sd.us) to get a table tent 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 being planned by the group in 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," stated Sonja Johnson with the National Guard Museum.

"The dialogue strengthens each of our attractions, and helps us to improve public service," commented Cindy Bahe with Casey Tibbs. "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. It is a relatively simple promotion – make a sale, give your customer a receipt, and send them to a participating museum on Dec. 11, 12 or 13 for free admission or a gift item,” commented Kristie Maher with the Discovery Center.

All business receipts from any Pierre or Fort Pierre business showing a purchase made Nov. 27-Dec. 13 will be honored at the four participating museums Dec.11-13 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.*