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State Museum Offers Discounted Family Fun Pass Exclusively at BI-LO

For a limited time, BI-LO shoppers can enjoy a \$50 savings and free admission all year to the State Museum

COLUMBIA, S.C., Friday, Aug. 1, 2014– The South Carolina State Museum is teaming up with BI-LO to offer a special discounted Family Fun Pass exclusively at BI-LO stores in South Carolina, Augusta, Asheville and Charlotte. This special offer is for a limited time only, starting Aug. 4 through Sept. 30.

BI-LO shoppers who purchase the Family Fun Pass will receive a special **\$50 off discount** and several other great perks, including free general admission for a year and free planetarium, 4D theater and blockbuster exhibit tickets. Pass holders will also receive other exclusive member benefits including, previews of special exhibits, a subscription to the museum magazine and e-newsletter and discounts in the store, café, events, birthday parties and more.

“We are very excited to partner with BI-LO to offer this special discount exclusively to their shoppers,” said Merritt McHaffie, marketing director, S.C. State Museum. “It is a wonderful time for families to take advantage of this great offer – especially with all of the new benefits they will receive with the museum’s newly renovated facility and programs.”

On Friday, Aug. 15, Family Fun Pass holders will receive exclusive access to the museum’s new planetarium, observatory and 4D theater, one day before it opens to the general public. The newly renovated facility features the only observatory of its kind in the nation, one of the largest planetariums in the Southeast and the only permanent 4D theater in the state. For the first time in the nation, all three of these innovative elements, plus a multi-disciplinary museum focusing on art, history, natural history and science/technology, will be housed under one roof.

BI-LO shoppers can purchase the Family Fun Pass for only \$99 (normally \$149) between Aug. 4 – Sept. 30, exclusively at BI-LO stores in South Carolina, Augusta, Asheville and Charlotte. For more information, please call (803) 898-4924.

About the South Carolina State Museum: *On Oct. 29, 1988, the South Carolina State Museum opened its doors, bringing to the citizens of the Palmetto State the newest, and one of the finest, state museums in America. The Museum has four large floors devoted to the disciplines of art, history, natural history and science/technology. It houses both long-term exhibits and five changing exhibit galleries. For more information about the museum, visit scsmuseum.org or follow @SCStateMuseum on Twitter.*

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