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## **Museum to offer *H-E-B Free First Sundays***

H-E-B, Bullock Museum partner to offer free family days for three years

**March 2, 2016 (AUSTIN, TX)** — The Bullock Texas State History Museum is pleased to announce that [H-E-B](#), one of the nation's largest regional grocery retailers, is the lead presenting sponsor of *H-E-B Free First Sundays*, a program offering free admission and educational activities for Texas families on the first Sunday of every month.

*H-E-B Free First Sundays* are designed to allow Texans to discover the state's official history museum at no cost, providing everyone an opportunity to experience first-hand the rich heritage of Texas.

"We are grateful and appreciative that H-E-B is the lead sponsor for this very important program," Bullock Museum Director Dr. Victoria Ramirez said. "H-E-B has generously provided funds to support the program for three years making access to the museum affordable for all."

On March 6, 2016, the *H-E-B Free First Sunday* at the Bullock Museum will celebrate Texas Independence Day with free admission from noon to 5 p.m. and fun educational family activities planned from noon to 3 p.m. Visitors can explore what Texas was like as an independent nation by participating in historic games, art-making activities, and visiting with interpreters who will share exciting stories, all relating to Texas's declaration of independence from Mexico in 1836, when settlers living in what was Mexican territory declared the region to be the Republic of Texas.

"H-E-B is proud to give families the chance to learn about the history and culture of Texas by offering a free admission day at the Bullock Museum every month," Leslie Sweet, director of public affairs, H-E-B, Austin/Central Texas, said. "The *H-E-B Free First Sundays* program is incredibly special for us. It's all about saying thank you to customers and partners, for allowing H-E-B to be a part of your communities, and opening doors for our neighbors from across the state. H-E-B is proud to be a Texas grown company, and support the Bullock Museum's mission to share the Story of Texas with the world."

On March 6, visitors are encouraged to dress up like their favorite legendary Lone Star characters and experience live history performances. [Austin Social Dance](#) will guide families in learning

moves fit for a Texan, and children can create their own unique version of the Republic of Texas flag with the guidance of [Smudge Studios](#).

The Bullock Museum serves more than 20,000 families each year through festivals, workshops, and programming, and is committed to engaging more families and helping them make an even deeper connection to their own culture and to Texas history. Current programming encompasses everything from intimate experiences, such as artifact-making workshops, to large-scale events like *H-E-B Free First Sundays*.

H-E-B's support for the program was presented to the museum through Texas State History Museum Foundation, a 501(c)(3) nonprofit organization that raises private funds and promotes statewide awareness to support the Bullock Museum.

“The Texas State History Museum Foundation relies on the generosity of proud Texas individuals, foundations and corporations to support the museum’s exciting exhibitions and educational programs,” Jacqui Shraad, executive director of the foundation, said. “We can’t imagine a more perfect partner for this program than H-E-B, a company with deep Texas roots and a proven commitment to providing educational opportunities to the schoolchildren of Texas.”

One of the most popular attractions in Central Texas, since opening in 2001, the museum has been visited by more than 7.4 million people coming from every state in the United States and every continent in the world. Visitors can explore the history of Texas through three floors of galleries that showcase artifacts from around the world; watch films on history and culture in the Texas Spirit Theater; and experience documentaries and feature films in Austin's premier IMAX Theatre, which boasts the biggest screen in Texas.

Located off I-35 between the Texas State Capitol and the University of Texas campus, the Bullock Museum has an on-site café, Museum Store and convenient parking. For more, visit [TheStoryofTexas.com](#) or call (512) 936-8746.

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### **About the Bullock Museum**

The Bullock Texas State History Museum, located at 1800 N. Congress Ave. in downtown Austin, includes three floors of galleries, IMAX® and 4D special-effects theaters, a café and museum store. The Museum collaborates with more than 700 museums, libraries, archives, and individuals to display original historical artifacts and host exhibitions that illuminate and celebrate Texas history and culture. For more, visit [TheStoryofTexas.com](#) or call (512) 936-8746.