



NATIONAL ENDOWMENT FOR THE ARTS
and BLUE STAR FAMILIES present
arts.gov/bluestarmuseums
BLUE STAR MUSEUMS

FOR IMMEDIATE RELEASE

Media Contact:

Bridget Smith

v.845.583.2179

Photos & Interviews may be available upon request

bsmith@bethelwoodscenter.org

BETHEL WOODS IS A 2021 BLUE STAR MUSEUM

The Museum at Bethel Woods is one of more than 2,000 museums across America to offer free admission to military personnel and their families this summer.

May 6, 2021 (BETHEL, NY) –The Museum at Bethel Woods is proud to be a participant in this year’s **Blue Star Museums** initiative, which provides free admission to the nation’s active-duty military personnel and their families. The 2021 program will begin on Armed Forces Day, Saturday, May 15th, 2021, and end on Labor Day, Monday, September 6th, 2021.

Blue Star Museums is an initiative of the National Endowment for the Arts in collaboration with Blue Star Families, the Department of Defense, and participating museums nationwide.

“Like the resilience that military families demonstrate time and again, Bethel Woods Center for the Arts is an example of resiliency in the arts sector over the past year,” said Ann Eilers, acting chairman of the National Endowment for the Arts. “We are grateful to Bethel Woods for their leadership in strengthening community through their participation in the Blue Star Museums program this summer.”

Blue Star Museums include children’s museums, art, science, and history museums, zoos, gardens, lighthouses, and more, and hail from all 50 states, as well as the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. The [current list of participating institutions](#) will continue to develop over the summer as organizations are welcome to [register](#) throughout the summer.

“We are thrilled to celebrate the launch of the Blue Star Museums 2021 program! Thank you to Bethel Woods for participating in this impactful and highly anticipated program,” said Kathy RothDouquet, CEO Blue Star Families. “Because of the Center and their counterparts in the arts community, military families have the opportunity to create special memories and experience the arts again!”

Located at the historic site of the 1969 Woodstock festival, **The Museum at Bethel Woods** explores the social, political, cultural, and musical transformations of the 1960s while drawing connections to the issues that continue to affect the world today. It features an award-winning permanent collection, evolving exhibits, and engaging programs.

In addition to the Main Exhibit, The Museum proudly presents the 2021 Special Exhibit **Lights, Color, Fashion: Psychedelic Posters and Patterns of 1960s San Francisco**, which showcases a phenomenal ensemble of San Francisco rock posters and fashion gathered by collector Gary Westford. The collection highlights the kaleidoscopic years of 1964 to 1972, featuring rock posters by all of the “Big Five” poster artists, a black light poster room, and light show.

More information about Bethel Woods Center for the Arts and planning a museum visit is available online: www.BethelWoodsCenter.org.

Museum Hours:

Thru December 31: Open 7 days a week, 10 AM – 5 PM

Please note The Museum will open to the public at 10:30 AM on the second Saturday of each month because of Sensory-Friendly Museum Days.

###

About Bethel Woods Center for the Arts

Bethel Woods Center for the Arts inspires, educates, and empowers individuals through the arts and humanities by presenting a diverse selection of culturally-rich performances, popular artists, and community and educational programming. Located 90 miles from New York City at the site of the 1969 Woodstock festival in Bethel, NY, the lush 800-acre campus includes a Pavilion Stage amphitheater with seating for 15,000, an intimate 440-seat indoor Event Gallery, the award-winning Museum at Bethel Woods, and a Conservatory for arts education programming.

Through the in-depth study and exhibition of the social, political, and cultural events of the 1960s, as well as the preservation of the historic site of the Woodstock Music and Art Fair, Bethel Woods educates individuals about the issues and lessons of the decade while inspiring a new generation to contribute positively to the world around them. The not-for-profit organization relies on the generous support of individuals, corporations, and foundations to develop and sustain programs that improve the quality of life in the region and beyond.

For more information please visit www.BethelWoodsCenter.org.

About the National Endowment for the Arts

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America's rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. Visit arts.gov to learn more.

About Blue Star Families

Blue Star Families is the nation's largest grass-roots military family support organization, with a mission to support military families to improve military readiness. Its distinctive approach builds stronger communities around military families through knowledge and programs that address the unique needs of those who serve. Blue Star Families' nationally recognized surveys and analysis give military families an important voice that informs policymakers and its military family programs. It uses the power of its collective resources and cross-sector collaborations to make a difference in the lives of hundreds of thousands of members of military families to strengthen the troops, their families, and our nation as a whole. For more information, visit bluestarfam.org