

DESERT CABALLEROS WESTERN MUSEUM

EXPERIENCE THE OLD WEST, THE NEW WEST & THE NEXT WEST

MEDIA RELEASE

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DCWM to Offer Special Sales for Black Friday, Small Business Saturday, and Museum Store Sunday

--Make DCWM a destination for the entire family over Thanksgiving Weekend --

Wickenburg, AZ – The Desert Caballeros Western Museum in the heart of historic Wickenburg, Arizona, is the perfect destination to bring family or do some holiday shopping during Thanksgiving weekend.

DCWM's exhibitions and free guidePORT audio tours tell the fascinating stories of explorers, cowboys, miners, and others who lived and worked in the American West. With a nationally-recognized collection of Western art and interactive history exhibitions, the Museum offers something for everyone in the family. Admission is always free for children aged 17 and under and active duty members of the military. The Museum will be closed on Thanksgiving Day, Nov. 22, and will be open from 10 a.m. to 5 p.m. on Friday, Nov. 23 and Saturday, Nov. 24, and from noon to 4 p.m. on Sunday, Nov. 25.

DCWM offers two retail options for holiday shopping: the Museum Store, chock full of gifts and books related to Western art and history, and Ranch Dressing, a Western lifestyle boutique with home décor, edible gifts, and kids' items, many of which are made in Arizona. Three days of sales over the weekend following Thanksgiving will kick off on Black Friday, Nov. 23, with 20% off each purchase, storewide. The specials continue on Small Business Saturday, Nov. 24, with a sidewalk sale outside the Museum's Cultural Crossroads Learning Center with 50% off select items. Then on Museum Store Sunday, Nov. 25, the discounts ramp up with 70% off select items and a special sale on a selection of art, history, and children's books.

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About the Museum

The Desert Caballeros Western Museum is an accredited museum by the American Alliance of Museums. The Museum is known as *Arizona's Most Western Museum*, and serves over 55,000 visitors a year. The Museum preserves and exhibits the art and history of the Southwest and the desert frontier, and is well-known for its innovative exhibitions and programming. Its world-renowned collection of American Western fine art, American Indian art and artifacts, and captivating interactive exhibits, together, create an unforgettable experience for visitors. The Museum's entire lower level is devoted to a re-creation of life in Late Territorial Wickenburg, including a fascinating permanent exhibit geared for children called *Out on the Ranch*. The Museum further enhances the visitor experience by offering a free audio guide tour system. The Museum also has two stores, The Museum Store and Ranch Dressing.

Visitor Information

The Desert Caballeros Western Museum is located in historic downtown Wickenburg at 21 North Frontier Street.

Current Hours of operation are:

Monday – Saturday 10:00 a.m. to 5:00 p.m.; Sunday noon – 4:00 p.m.

Summer hours of operation are:

(Memorial Day to Labor Day) Tuesday–Saturday 10:00 a.m.– 5:00 p.m.; Sunday noon – 4:00 p.m.

For more information, call 928-684-2272,

email info@westernmuseum.org or

visit www.westernmuseum.org.

General admission is \$12.00 for adults, \$10.00 for seniors (60+) and AAA members, and free for Museum Members, active duty military, and those age 17 and under.