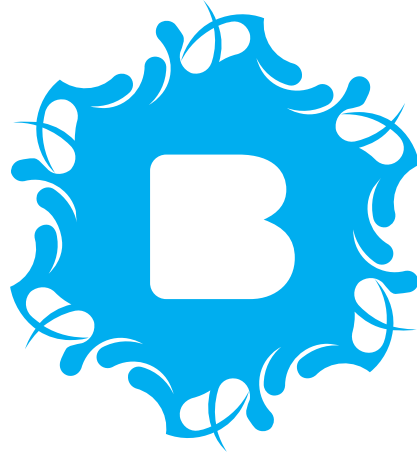


Press Release



July 2010

Brooklyn Museum Draws Record-Breaking Attendance at a *Target First Saturday*

Earlier this month, on Saturday, July 3, the Brooklyn Museum experienced record-breaking attendance, due in part to its monthly *Target First Saturday* event. The day, from 11 a.m. to 11 p.m., drew a total of 24,000 visitors. The special exhibitions *Andy Warhol: The Last Decade* and *American High Style: Fashioning a National Collection* were the focal points of this enthusiastic crowd. The evening celebration featured an electro-pop music showcase with two Brooklyn-based acts, Analogue Transit and Dynasty Electric; a screening of the film *I Shot Andy Warhol*; and a Warhol-inspired dance party of eighties pop, hip-hop, and rock hosted by Society HAE and titled "The Factory 2010."

"When we premiered *First Saturdays* in October of 1998, we were very pleased that the event attracted over 2,000 visitors," said Museum Director Arnold L. Lehman. "It is very gratifying to see this incredibly diverse and hugely increased number of people both visiting the Museum during daytime hours as well as participating in an exciting evening of free programs of art and entertainment."

First Saturdays was conceived of by Museum Director Arnold L. Lehman and is a component of an effort to expand the Museum's audience by attracting diverse visitors of all ages, including families and young adults. Today an average of 6,500 people attend each *Target First Saturday*, with a prior attendance record of 16,000 visitors that took place during the run of the © *Murakami* exhibition in 2008.

For more information visit www.brooklynmuseum.org

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