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VISITORS CAN NOW EXPERIENCE THE YEAR THAT ROCKED OUR WORLD EVEN LONGER

*Due to overwhelming popular demand, OMCA extends
The 1968 Exhibit through November 25, 2012*

This release is available online at: www.museumca.org/pressroom

(OAKLAND, CA) August 9, 2012—Due to popular demand, the Oakland Museum of California’s presentation of the nationally touring *The 1968 Exhibit* has been **extended** through **November 25, 2012**. The exhibition, which was organized by the Minnesota Historical Society, in partnership with the Atlanta History Center, the Chicago History Museum and the Oakland Museum of California, will go on to the **Heinz History Center**, June 8 to September 2, 2013, and the **Missouri History Museum**, October 5, 2013, to January 5, 2014.

One of the **most powerful years of the 20th century**, 1968 was a turning point for a generation coming of age and a nation at war; and throughout it all, the Bay Area was at the forefront with an **emerging California counterculture**. *The 1968 Exhibit*, on view in **OMCA’s Great Hall**, examines the events of the year and how they fueled a persistent, and often contradictory, sense of identity for the people who were there and those who came after. Through **multimedia and interactive presentations**, the exhibition explores the social, political, and economic events of the year, which saw the peak of the Vietnam War, the assassinations of Martin Luther King Jr. and Robert Kennedy, riots at the Democratic National Convention, Black Power demonstrations at the Summer Olympics, feminist demonstrations at the Miss America pageant, and much more.

“The events of 1968 had a huge effect on California’s history and it’s interesting to see so many of the same themes present today,” says **OMCA Senior Curator of History Louise Pubols**. “Occupy Oakland, women’s rights and birth control, the teaching of ethnic studies, and the upcoming November election **all draw connections** to this monumental year, which in turn **provides an interesting lens** from which to **experience the exhibition**,” states Pubols.

The 1968 Exhibit is supported by major grants from the National Endowment for the Humanities (NEH) and the Institute of Museum and Library Services (IMLS).

PROGRAMS

OMCA In-the-Mix Series: Sisterhood is Powerful, The Women's Movement, 1968 and Today

Saturday, September 8, 1 – 2 pm

1968 sparked major action and growth in the women's movement, from the launch of the *Voice of the Women's Liberation Movement* newsletter, to the election of the first African-American woman to Congress, to the historic protest of the Miss America Pageant. What has changed for women since 1968, and what issues still remain? Join special guests in the Great Hall's 1968 Lounge for a thought-provoking conversation about themes and topics at the heart of OMCA's exhibitions. Free with Museum admission.

Summer Nights

Friday, September 28, 5 – 9 pm

Summer nights continue, and OMCA's doors are open late to celebrate. Enjoy half-price admission after 5 pm: extended Gallery, Café, and OMCA Store hours; and classic 1968 flicks. Amoeba Music DJs spin '60s hits to heat up the evening! Tonight's featured 1968 flick is *The Thomas Crown Affair*.

OMCA In-the-Mix Series: Election 2012

Saturday, October 13, 1 – 2 pm

Health care. The economy. Foreign policy. Immigration. As Election Day approaches, the air is abuzz with the top campaign issues of 2012. What are the major issues for Oakland and California in this highly charged election year? Share your ideas and hear new perspectives in this spirited in-gallery discussion. Join special guests in the Great Hall's 1968 Lounge for thought-provoking conversation about themes and topics at the heart of OMCA's exhibitions. Free with Museum admission.

Summer Nights FINALE!

Friday, October 26, 5 pm – 12 am

OMCA celebrates the final Summer Nights program of 2012! Get a jump-start on Halloween with an eclectic evening featuring gallery tours, monster books, home movies, a cult horror cinema classic, and Amoeba Music DJs spin '60s hits to heat up the evening! Featured flick: *Night of the Living Dead*. All included with half-price admission.

OMCA In-the-Mix Series

After the Election: The First 90 Days

Saturday, November 10, 1 – 2 pm

The ballots are cast, and the votes are tallied. What key issues would you like to see the President address in his first 90 days of office? Join this lively in-gallery discussion to talk some politics! Join special guests in the Great Hall's 1968 Lounge for thought-provoking conversation about themes and topics at the heart of OMCA's exhibitions. Free with Museum admission.

ABOUT THE OAKLAND MUSEUM OF CALIFORNIA

The Oakland Museum of California (OMCA) brings together collections of art, history and natural science under one roof to tell the extraordinary stories of California and its people. OMCA's groundbreaking exhibits tell the many stories that comprise California with many voices, often drawing on first-person accounts by people who have shaped California's cultural heritage. Visitors are invited to actively participate in the Museum as they learn about the natural, artistic and social forces that affect the state and investigate their own role in both its history and its future. With more than 1.8 million objects, OMCA is a leading cultural institution of the Bay Area and a resource for the research and understanding of California's dynamic cultural and environmental heritage.

VISITOR INFORMATION

The Oakland Museum of California (OMCA) is at 1000 Oak Street, at 10th Street, in Oakland. OMCA is situated between downtown Oakland and Lake Merritt. Museum admission is \$12 general; \$9 seniors and students with valid ID, \$6 youth ages 9 to 17, and free for Members and children 8 and under. OMCA offers onsite underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the 1000 Oak Street main entrance. For more information, visit museumca.org.

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