



MEDIA ADVISORY

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CATCH GOLD FEVER! AT MISSION SAN JUAN CAPISTRANO
—Debut of Museum Exhibit to Media, Members, and Teachers—

San Juan Capistrano, CA – September 10, 2009 -- Mission San Juan Capistrano will debut "Gold Fever! The Untold Stories of California's Gold Rush," to Media, Members, and Teachers on Tuesday, Oct. 13.

This exclusive event, which runs from 7-9:00 p.m., includes a fun and unique display of activities promoting the Mission Gold Rush exhibit. Attendees will experience the chain of events that led one of five different characters of the Forty-Niner era to the discovery of gold. Other activities will include: Sarsaparilla Root Beer Bar in the Corral, Gold Panning outside West Wing, and Period games.

The exhibit opens to the public Oct. 15 and runs until March 30, 2010. Gold Fever! spotlights the remarkable stories of individual Californians, women, Native Americans, adventurers and gold seekers who emigrated from all parts of the world during the tumultuous and colorful Gold Rush era, and examines the impact James Marshall's discovery continues to have on all of California's people, cultures, environment, politics and economy.

Twenty-four photo-mural panels present 1,000 square feet of fascinating text and representations of primary documents, photographs, daguerreotypes, and Gold Rush era paintings. The exhibit examines California before the fateful discovery of gold in the American River, the frenzied rush to the gold fields over land and by sea, the experience of vigilante justice, life in the rowdy gold camps, Gold Rush era commerce and farming, and the shaping of California's future.

This event is by invitation only.

.About California Exhibition Resource Alliance:

The "Gold Fever! The Untold Stories of the California Gold Rush" traveling exhibition tour was organized by the California Exhibition Resources Alliance (CERA) in concert with the California Council for the Humanities. CERA is a network of professionally operated museums and cultural organizations that collaborate to create and tour smaller, affordable, high quality exhibits that enhance civic engagement and human understanding. Funding for the exhibition was provided by the California Council for the Humanities and a generous grant from Wells Fargo. For more information visit <http://www.museumca.org/goldrush/getincurr.html>.

About Mission San Juan Capistrano:

Known as the "Jewel of the Missions," Mission San Juan Capistrano is a historic landmark and museum that boasts of quality permanent exhibits featuring original artifacts as well as traveling and temporary exhibits on a wide variety of topics.

The site itself serves as a living outdoor museum with original buildings constructed by Native Americans in the 18th century including the Serra Chapel, Great Stone Church, and the original padres' quarters of the South Wing.

The Mission was founded on November 1, 1776 by Padre Junipero Serra as the seventh in the chain of the twenty-one California missions established by Spain, and is Orange County's only mission. Every year, over 50,000 students visit the Mission and engage in an inspirational learning experience via the Mission Matters programming, as part of their State required California history studies.

Mission San Juan Capistrano is owned by the Diocese of Orange and is supported by the Mission Preservation Foundation, which is comprised of business and community leaders committed to ensuring the long term preservation and viability of Orange County's only Mission. The Mission receives no funding from either the Church or the State of California and charges admission funds as a means of providing public access.

Mission San Juan Capistrano is located at 26801 Ortega Highway, San Juan Capistrano, CA 92675. Open Daily 8:30 a.m. to 5:00 p.m. Closed Thanksgiving, Christmas, and Good Friday afternoon. Admission is \$9 adults; \$8 seniors (60 years or over); \$5 children (ages 4 to 11); and children ages 3 and under are admitted free. Free audio guide with senior and adult admission. For more information, call (949) 234-1300 or visit www.missionsjc.com.

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