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NISSAN CONTINUES “FREE WEDNESDAYS” SPONSORSHIP AT THE NATIONAL MUSEUM OF AFRICAN AMERICAN MUSEUM

Museum to offer free admission on the first Wednesday of the month from July 2022 until June 2023

NASHVILLE, Tenn. (June 21, 2022) – The National Museum of African American Music (NMAAM) announces the return of Nissan Free Wednesdays. Nissan will renew and expand its commitment to offer the first Wednesday of every month free to the public from July 2022 to June 2023. The program aims to create access to the Museum’s immersive exhibits and programs for everyone.

Nissan and NMAAM launched the program in early 2022 and received record attendance. On the final day of the offer, NMAAM shattered its attendance with over 2,100 visitors.

“We are extremely excited to resume this program with Nissan,” said William Jefferies, Vice President of Development at NMAAM. “We did a soft re-launch of the program on June 1st and are now ready to fill our galleries with new and returning visitors each first Wednesday from July going forward.”

As an added feature of this year’s partnership, Nissan becomes the official automotive sponsor for the Museum’s 2022-2023 fiscal year. Nissan provided free access to the public for Community Day on June 18, the Museum’s large community event in celebration of Black Music Month. More than 1,000 guests visited the Museum for the event, which included live performances, programs and community partner participation.

“Nissan is proud to support greater access to this amazing new cultural resource in Nashville,” said Parul Bajaj, Executive Director of the Nissan Foundation and Senior Manager, Philanthropy, Nissan U.S. “Our support is a direct investment in our employees and their families, as well as the larger community.”

To learn more about the museum and upcoming events, visit www.blackmusicmuseum.org.

About NMAAM

The National Museum of African American Music is the only museum in the world dedicated solely to preserving African American music traditions and celebrating the central role African Americans have played in shaping American music. Based in Nashville, Tenn., the museum shares the story of the American soundtrack by integrating history and interactive technology to honor the musical heroes of African American music of the past and the present. For more information, please visit www.blackmusicmuseum.org. You can also follow us on [Facebook](#), [Instagram](#), and [Twitter](#) and see all our latest videos on [YouTube](#).