



**Mississippi
Arts+
Entertainment
Experience** SM

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Free Admission to The MAX for Active Military & Families All Summer

MERIDIAN, Miss. (May 19, 2023) – Mississippi Arts + Entertainment Experience, affectionally known as The MAX, announced it will join museums nationwide in the Blue Star Museums initiative, a program that provides free admission to currently-serving U.S. military personnel and their families this summer. The 2023 program will begin on Armed Forces Day, Saturday, May 20, 2023, and end on Labor Day, Monday, September 4, 2023. Find the list of participating museums at arts.gov/bluestarmuseums.

Blue Star Museums is a partnership between the National Endowment for the Arts and Blue Star Families, in collaboration with the Department of Defense and participating museums across America.

“Participating in this program is a great way for The MAX to honor and thank our military families for their service,” said Mark Tullos, President/CEO of The MAX. “It also happens to be a great way to get out of the heat while having fun and learning more about Mississippi’s rich arts and cultural legacy. We look forward to welcoming families who take advantage of this special opportunity.”

The free admission program is available for those currently serving in the United States Military—Air Force, Army, Coast Guard, Marine Corps, Navy, and Space Force, members of the Reserves, National Guard, U.S. Public Health Commissioned Corps, NOAA Commissioned Corps, and up to five family members. Qualified members must show a [Geneva Convention common access card \(CAC\)](#), [DD Form 1173 ID card \(dependent ID\)](#), [DD Form 1173-1 ID card](#) or the [Next Generation Uniformed Services \(Real\) ID card](#) for entrance into a participating Blue Star Museum.

About The MAX

The Mississippi Arts + Entertainment Experience explores the state’s creative legacies in one immersive attraction. Discover the Mississippi roots of some of the world’s arts and entertainment icons – Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward, Margaret Walker, Eudora Welty, and Jim Henson, to name just a few.

The MAX is open Tuesday through Saturday from 9 a.m.-5 p.m. Located at the corner of Sela Ward Parkway (22nd Avenue) and Front Street, The MAX overlooks the railroad in the heart of Meridian’s historic downtown. Street parking is available, with shops and restaurants within walking distance. For more information, visit msarts.org or call 601-581-1550.



About the National Endowment for the Arts

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America's rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. To learn more, visit [arts.gov](https://www.arts.gov) or follow us on [Twitter](#), [Facebook](#), [Instagram](#), and [YouTube](#).

About Blue Star Families

[BlueStar Families \(BSF\)](#) is the nation's largest chapter-based military and veteran family support organization. Its research-driven approach fosters strong communities with a focus on human centered design and innovative solutions. Since its founding in 2009, BSF has delivered millions of dollars in benefits and impacted more than 1.5 million people each year. For more information, [click here](#) and follow along with Blue Star Families on [Facebook](#), [Instagram](#), and [Twitter](#).

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