

## **HEAD WEST FOR FREE: BRISCOE OFFERS SUMMER OF FREE ADMISSION FOR MILITARY FAMILIES, LOCALS AND CHILDREN**

### **Blue Star Museums, Locals Days, Free Family Programming and Community Access Initiatives Make the Briscoe Accessible to All**

#### **Blue Star Museums Kicks Off Summer of Free Admission This Saturday**

**San Antonio, TX – (May 2026)** — From active-duty military families and local residents to young cowpokes exploring the West for the first time, everyone can discover the art, history and culture of the American West at the Briscoe Western Art Museum this summer through a variety of free and reduced admission opportunities.

Kicking off this Saturday in celebration of Armed Forces Day, the Briscoe is proud to participate once again in Blue Star Museums, to active-duty military personnel and up to five family members throughout the summer. Continuing through Labor Day, Sept. 7, eligible guests can enjoy free admission by presenting a military ID at the front desk.

A partnership between the National Endowment for the Arts and Blue Star Families, in collaboration with the Department of Defense and museums across America, Blue Star Museums connects military families with the nation's cultural treasures during the summer months.

"At the Briscoe, we believe the stories of the American West belong to everyone," said Liz Jackson, President and CEO of the Briscoe Western Art Museum. "Programs like Blue Star Museums, Locals Days, Museums for All and Museums on Us help ensure families throughout our community and visitors to San Antonio can experience the museum in meaningful and accessible ways. We also hold a deep respect and gratitude for the men and women who serve our country and the sacrifices military families make every day. It is an honor to give back in this small way by welcoming them to experience the art, history and culture of the West at the Briscoe."

#### **Free Admission for Families, Locals and Children**

The Briscoe's monthly Locals Day offers free admission for Bexar County residents on the first Sunday of each month, including Sunday, June 7, July 5, Aug. 2 and Sept. 6 this summer. Visitors can explore the museum's exhibitions, galleries and the McNutt Sculpture Garden free of charge while also enjoying family-friendly educational programming. The museum's [full calendar](#) is online.

Held during Locals Day, the Briscoe's Full STEAM Ahead program invites learners of all ages to explore the American West through hands-on activities focused on science, technology, engineering, the arts and mathematics. Families can also enjoy the museum's Scout the West scavenger hunt, encouraging children to discover art, artifacts and Western history throughout the galleries.

Children 12 and under always receive free admission to the Briscoe, making the museum an affordable and engaging destination for families year-round.

The museum also offers discounted admission for military veterans and family members and proudly participates in several national access initiatives, including Museums for All, providing free or reduced

admission for qualifying guests, and Bank of America Museums on Us, offering free admission to eligible Bank of America cardholders during participating weekends.

### **Celebrating the Spirit of the Vaquero: National Day of the Vaquero / Día Nacional del Vaquero**

The Briscoe's free annual [National Day of the Cowboy celebration](#) on Saturday, July 25 will shine a spotlight on the enduring legacy of the vaquero and the vital role vaqueros played in shaping the American West. From ranching and cattle drives to the art of roping, branding and horsemanship, vaqueros helped lay the foundation for today's cowboy traditions and culture.

Held throughout the museum and in the scenic McNutt Sculpture Garden, National Day of the Vaquero / Día Nacional del Vaquero brings the West to life with music, art, storytelling and hands-on activities for visitors of all ages. Guests can enjoy cowboy and vaquero traditions including lasso demonstrations, crafts, cowboy poetry, chuckwagon treats and live Western music while celebrating the rich cultural heritage that continues to influence Texas and the West today.

### **A Summer Filled with Western Art and Culture**

Located on the River Walk near La Villita in downtown San Antonio, the Briscoe preserves and presents the art, history and culture of the American West through exhibitions and programming exploring Wildlife and the Land; Native People of the Americas; Tejanos, Vaqueros and Spanish heritage; and Cowboys and the American Frontier. Families visiting this summer can experience special exhibitions including *Selena Forever/Siempre Selena*, opening in June, and the landmark bilingual exhibition *Tejano Legacy: Another American Origin Story*, opening in July.

The Briscoe campus includes the McNutt Sculpture Garden and features 35 sculptures portraying various aspects of Western life in the garden and around the museum's beautifully restored historic building that once housed the San Antonio Public Library. The museum is open Thursday, 10 a.m. – 8 p.m., Friday through Monday, 10 a.m. – 5 p.m. and closed to the public on Tuesdays and Wednesdays. The Briscoe is located on the south end of the River Walk, near the Arneson River Theatre and La Villita, with convenient parking at the Riverbend Garage directly adjacent to the museum or one of many downtown surface lots. Museum hours, parking and admission details are available [online](#).

**About [The Briscoe Western Art Museum](#):** *Preserving and presenting the art, history and culture of the American West through engaging exhibitions, educational programs and public events reflective of the region's rich traditions and shared heritage, the Briscoe Western Art Museum is located on the San Antonio River Walk at 210 W. Market Street in the beautifully restored 1930s former San Antonio Public Library building. Named in honor of the late Texas Gov. Dolph Briscoe Jr. and his wife, Janey Slaughter Briscoe, the museum includes the three-story Jack Guenther Pavilion, used for event rentals and programs, and the outdoor McNutt Sculpture Garden. Follow the Briscoe on social media, @BriscoeMuseum.*