

THE BRISCOE TIPS ITS HAT TO TRAIL BOSSES: DADS, GRANDFATHERS, TÍOS AND FATHER FIGURES RECEIVE FREE ADMISSION ON FATHER'S DAY

Father's Day at the Briscoe Includes Selena, Summer Films, Tequila Tastings and Creative Family Activities

San Antonio, TX – (June 2026) This Father's Day, the Briscoe Western Art Museum is tipping its hat to the dads, grandfathers, tíos, godfathers and father figures who help guide the next generation with free museum admission and a day filled with Tejano culture, Western art and family-friendly fun on the River Walk.

On Sunday, June 21, fathers and father figures will receive free admission to the Briscoe, where visitors can explore the museum's exhibitions, including the landmark photographic exhibition [Selena Forever / Siempre Selena](#), and enjoy the kickoff of the museum's Summer Film Series, *Siempre Tejano*.

This year's film series celebrates Selena, Tejano music and the enduring cultural legacy that continues shaping Texas and the American West. The first screening in the series, [Selena y Los Dinos](#) (2025), begins at 2 p.m. in the Briscoe's Jack Guenther Pavilion.

The acclaimed Netflix documentary offers an intimate look at Selena's life and career through rare archival footage and personal family materials, tracing the rise of Selena and Los Dinos from local performances in South Texas to international fame. Included with museum admission, the screening also features complimentary popcorn and movie snacks, as well as beer for guests 21 and older, courtesy of Ranger Creek Brewing & Distilling. Guests 21 and older can also enjoy a special tequila tasting experience featuring Mar Azul Tequila, with three different tequila flavors available to sample along with printed tasting notes highlighting the unique characteristics and craftsmanship behind each selection.

Blending traditional craftsmanship with modern innovation, [Mar Azul Tequila](#) produces tequila using 100% natural ingredients, free from chemical additives and sweeteners. Its tequilas are crafted from premium Blue Weber Agave sourced from Jalisco, Mexico, and are distilled using time-honored family recipes. Mar Azul offers a diverse range of flavors, including Silver, Reposado, Añejo and unique infusions like chocolate, almond, coconut and pomegranate, each designed to provide a smooth, vibrant and authentic tequila experience

Families can also enjoy hands-on activities before the film, including miniature canvas art and bedazzled keychain crafts inspired by Selena's iconic style. The film and all activities are included with museum admission – and free for dads and father figures!

Celebrate Selena at the Briscoe

On display starting June 4 in the Briscoe's Kate Marmion Gallery, *Selena Forever / Siempre Selena* features monumental photographs by acclaimed San Antonio photographer John Dyer capturing Selena Quintanilla-Pérez during her rise to international stardom in the early 1990s.

Regarded as the most complete and comprehensive exhibition of Dyer's large-scale Selena portraits ever presented, the exhibition includes some of the most recognizable images of Selena's career alongside never-before-seen boutique photographs, magazine covers and ephemera, offering visitors an intimate and expansive portrait of the beloved Tejana icon's life, artistry and enduring cultural legacy. The exhibition continues through Jan. 4, 2027.

A Summer of Tejano Culture and Western Art

Visitors this summer can also experience the Briscoe's upcoming landmark bilingual exhibition, [Tejano Legacy: Another American Origin Story](#), opening July 24. The largest and most ambitious exhibition in the museum's history, *Tejano Legacy* explores nearly 400 years of Tejano history, culture and identity through rare artwork, artifacts and immersive storytelling drawn from collections across the United States and Mexico. The exhibition continues through Jan. 18, 2027, and features programming and more to [celebrate Tejano heritage all summer long](#).

Ways to Experience the Briscoe for Free This Summer

In addition to free Father's Day admission for dads and father figures, the Briscoe offers several ways for visitors to enjoy the museum throughout the summer:

- Free admission for children 12 and under
- Blue Star Museums free admission for active-duty military families through Labor Day
- Monthly Locals Days with free admission for Bexar County residents on the first Sunday of every month
- Participation in Museums for All and Museums on Us programs

Located on the River Walk near La Villita, the Briscoe Western Art Museum preserves and presents the art, history and culture of the American West through engaging exhibitions, educational programs and public events exploring Wildlife and the Land; Native People of the Americas; Tejanos, Vaqueros and Spanish Heritage; and Cowboys and the American Frontier.

WHAT:

Father's Day Free Admission + *Siempre Tejano* Summer Film Series Kickoff

WHEN:

Sunday, June 21, 2026

Museum Hours: 10 a.m. – 5 p.m.

Film Screening: 2 p.m.

WHERE:

Briscoe Western Art Museum

210 W. Market Street

San Antonio, TX 78205

DETAILS:

- Free admission for dads and father figures
- *Selena Forever / Siempre Selena* exhibition on display
- *Selena y Los Dinos* screening included with admission
- Complimentary popcorn and snacks, as well as beer for guests 21+
- Mar Azul tequila tasting for guests 21+
- Selena-inspired craft activities including mini canvases and bedazzled keychains
- Family-friendly activities and exhibitions

A River Walk Oasis: The Briscoe's Collection

Nestled off the River Walk across from La Villita, 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. Admission is free for children 12 and under and for active duty members of the military.

The museum is proud to participate in Museums For All, Blue Star Museums and Bank of America Museums on Us. 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.*