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FOR IMMEDIATE RELEASE

**DESERT MUSEUM NAMED TOP MUSEUM
FOR THIRD CONSECUTIVE YEAR**

Tucson, AZ (October 9, 2015)— The Arizona-Sonora Desert Museum today announced for the third consecutive year it was named one of the top museums in the U.S. in the 2015 TripAdvisor® Travelers' Choice™ awards. TripAdvisor® chooses the world's top museums based on the quantity and quality of reviews and ratings for museums worldwide, gathered over a 12-month period. The 600 institutions recognized with Travelers Choice™ awards represent just 1% of all attractions TripAdvisor® rates worldwide.

"We're honored that over the past three years TripAdvisor® has designated the Desert Museum as one of the most notable museums in the nation. Because the award is based on guests' reviews, we're pleased that their experience is consistently memorable," said Craig Ivanyi, the Desert Museum's executive director.

The Desert Museum carries a TripAdvisor rating of five out of five and is recognized on the TripAdvisor® site as #1 of 218 Things To Do In Tucson. Earlier this year, The Desert Museum was inducted into the newly created TripAdvisor® Hall of Fame for receiving their Certificate of Excellence for five consecutive years.

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Focused on the Sonoran Desert region of the United States and Mexico, the Arizona-Sonora Desert Museum is largely an outdoor experience and includes a zoo, botanical garden, art gallery, natural history museum and aquarium. Set on 98 acres, the Museum is home to 230 animal species, 56,000 individual plant specimens, two miles of walking paths and one of the world's most comprehensive regional mineral collections. The Desert Museum is actively involved in education, conservation, and research programs to help preserve the Sonoran Desert region.