



FOR IMMEDIATE RELEASE

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Spread the love at the National Cowboy & Western Heritage Museum this Valentine's Day

OKLAHOMA CITY, OK – Join the National Cowboy & Western Heritage Museum in spreading the love with the Hearts for Art project. Visitors are invited to show their love for a favorite work of art February 1 – February 14 by placing a paper heart on the floor in front of their artwork crush.

The Hearts for Art project was initiated seven years ago by the Oakland Museum of California and Columbus Museum of Art. Since then, many other museums across the country, including The Cowboy have joined in the fun.

Here's what to do:

Step 1: Pick up a single heart and keep it close until you find THE ONE.

Step 2: Make it official by placing your heart ON THE FLOOR in front of the piece you love.

Step 3: Snap a photo of your heart placed next to your artwork crush, and post it to your favorite social media site, tagged with #mywest and #heartsforart.

Happy heart-ing!

For more information visit, nationalcowboymuseum.org/hearts-for-art or call (405) 478-2250 ext. 241.

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About the National Cowboy & Western Heritage Museum

The National Cowboy & Western Heritage Museum in Oklahoma City is America's premier institution of Western history, art and culture. Founded in 1955, the Museum collects, preserves and exhibits an internationally renowned collection of Western art and artifacts while sponsoring dynamic educational programs to stimulate interest in the enduring legacy of the American West. For more information, visit nationalcowboymuseum.org.