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MEMORIAL ART GALLERY TO ADD SNAP PROGRAM TO CURRENT COMMUNITY OUTREACH INITIATIVES

Rochester, NY, February 13, 2019— The Memorial Art Gallery of the University of Rochester (MAG) is pleased to announce an addition to the Museum’s efforts to make exhibitions and programs accessible to a broad and diverse audience. This new initiative will offer free museum admission, for up to four people, with the presentation of a Supplemental Nutrition Assistance Program (SNAP) Electronic Benefits Transfer (EBT) card.

This SNAP program is the newest addition to MAG’s free public offerings in an effort to encourage all members of the community to experience the Museum and join the conversation on art and creativity. In 2016, in conjunction with the popular exhibition *Inspiring Beauty*, MAG introduced [MAGconnect](#), a program that has served over 1,000 area residents from more than 30 community organizations. This program offers free transportation, complimentary admission, and a one-year MAG membership to community residents of limited financial means. In 2019 and beyond, MAG hopes to welcome 500 Rochester residents a year, with a balance between repeat and new visitors.

In addition to MAGconnect, free and reduced-price opportunities to visit the museum include MAG’s Celebration Series, which offers Rochester community members the opportunity to learn more about specific cultures through a themed day that celebrates heritage. These events are free and include programming for all ages featuring hands-on art activities, music and dance demonstrations, storytelling, and a variety of cultural displays. Weekly half-priced Thursday evenings offer reduced admission and often include one or more programs such as an organ concert, docent-led tour, a themed [DeTOURSM](#), or film. Additionally, once a month MAG hosts [\\$5 Fridays](#) and welcomes people to enjoy \$5 museum admission, other discounts, and appetizers from Brown Hound Downtown. On each \$5 Friday MAG offers a unique experience, such as a David Bowie-themed dance party, ballroom dancing, or live music, to complement the current exhibitions.

“Making MAG accessible to the broadest possible audience has always been a priority,” stated MAG’s Mary W. and Donald R. Clark Director Jonathan P. Binstock. “Our longstanding “Family Day” series, now called “Celebration Series,” has always been free to the public. MAGconnect, begun in 2016, is our ongoing effort to provide transportation for people who don’t have access to it, making it easier for them to visit the MAG and for us to warmly welcome them when they arrive.” Binstock continued, “Making MAG free for SNAP card holders is yet another way we can make sure people feel welcome at the MAG.”

For more information on the Supplemental Nutrition Assistance Program (SNAP) , visit www.ny.gov/services/apply-snap

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About MAGconnect

The MAGconnect program seeks to support the Rochester community's efforts to address economic and racial inequality for residents by improving access to one of the city's leading cultural organizations. MAG is a unique community gathering place that enables people to experience 5,000 years of world art in a stunning setting, connect to their past, and to learn about other cultures. MAG believes that these resources should be available to all residents regardless of their ability to pay. MAGconnect is particularly important as the city continues to struggle with significant poverty. The program supports the Rochester-Monroe Anti-Poverty Initiative (RMAPI) and the Governor's Opportunity Agenda, which identifies "Access to arts, culture and leisure" as an important priority for residents living in poverty.

About The Memorial Art Gallery

The Memorial Art Gallery showcases visual art from antiquity to the present day, including an outdoor public Centennial Sculpture Park. In addition to its permanent collection, MAG offers a year-round schedule of special exhibitions, lectures, concerts, tours, after-hours social events, and family activities.

Hours: Wednesday–Sunday 11 am to 5 pm, and until 9 pm on Thursdays and select Fridays. Closed Mondays and Tuesdays.

Admission: \$15; senior citizens, \$12; college students with ID and children 6–18, \$6. Always free to members, University of Rochester faculty/staff and students, and children 5 and under. Half-price general admission Thursdays from 5–9 pm is made possible in part by Monroe County. For more information, call 585.276.8900 or visit mag.rochester.edu.

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