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News Release

i.d.e.a. Museum announces Museums for All program aimed at bringing quality learning resources to low-income families

MESA, Ariz. (May 10, 2017) – The i.d.e.a. Museum proudly announces joining Museums for All, a signature access program of the Association of Children’s Museums (ACM) and the Institute of Museum and Library Services (IMLS). The program aims to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits.

Museums for All enables families with an Electronic Benefits Transfer (EBT) card to visit the i.d.e.a. Museum for \$3 per person – up to 6 family members – by showing the card.

“For many years the i.d.e.a. Museum has been committed to removing barriers to enjoying the museum through *Free Sundays* and *Access for All*, partly funded by the GRIC fund and individual donors, said i.d.e.a. Museum Executive Director Sunnee O’Rork. “Joining the national Museums for All program is a natural next step allowing us to open our doors much wider to the community at any time or day of the week they wish to visit. We are proud to join 173 other museums who are already members of this program.”

The i.d.e.a. Museum features exhibitions aimed at engaging families to discover art and nurture creative thinking through art and hands-on science, technology, engineering and math activities. ArtVille – a socks-only space aimed at children ages 0-4 – features soft blocks, light pixels, gears and spaces for imaginative play.

The Museums for All initiative represents a long stride toward the goal of reaching more children and parents, especially those living in poverty, with the valuable learning resources of museums. Children’s museums - with their unique focus on bringing children, families, and communities together - each year host more than 31 million visitors. The Museums for All initiative will allow children’s museums to further expand their reach and impact.

Learn about upcoming i.d.e.a. Museum activities: www.ideaMuseum.org.

The i.d.e.a. Museum is a public-private partnership between the City of Mesa and the i.d.e.a. Museum Board of Directors, Inc. (formerly known as the Arizona Museum for Youth Friends, Inc.) The board is a nonprofit 501(c)3 organization whose mission is to *provide sustainable resources to fulfill i.d.e.a. Museum’s mission through fundraising, advocacy, and partnerships*. Its vision is *to create infinite possibilities for i.d.e.a. Museum*.

The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow us on Facebook and Twitter.

The Association of Children’s Museums (ACM) provides leadership, professional development, advocacy and resources for its member organizations and individuals. In an increasingly complex world, children’s museums provide a place where all kids can learn through play and exploration with the caring adults in their lives. There are approximately 400 children’s museums around the world, which annually reach more than thirty-one million visitors. To learn more and to find an ACM-member children’s museum near you, visit www.ChildrensMuseums.org.