

## How the Bruce Delivers on Its 'Museums for All' Promise

*The Bruce Museum offers free admission to visitors with EBT cards*



The Museums for All program allows people to stay engaged with the community and to take part in special programs like *Summer Family Day: Swimming with Sharks and Art* on July 14 at the Bruce.

**GREENWICH, CT, June 21, 2019** – The Bruce Museum is a proud member of Museums for All, a cooperative initiative between the Association of Children's Museums and the Institute of Museum and Library Services that invites visitors with EBT cards to enjoy cultural institutions for free or at reduced cost.

Since its launch in 2015, Museums for All has served more than 1.5 million visitors at over 300 museums across the country. Through this program, admission fees range from free to \$3 for visitors who present their Electronic Benefit Transfer (EBT) card to the front desk, depending on the organization. Electronic Benefit Transfer is used by many state agencies to issue food assistance (SNAP benefits) and other financial aid via a payment card.

The Bruce Museum provides free admission to all EBT card holders for up to four individuals or family members. In doing so, the Bruce hopes to inspire families in difficult financial situations to visit as often as they like.



Diana Rafferty, Coordinator of Audience Engagement, stated, “Over the most recent quarter, 19 people used an EBT card to visit the Bruce free of charge – a new high for our Museum – and most came with other family members. The Museums for All program is a great opportunity for people to stay engaged not only with art and science but also with the community.”

Rafferty, who has given poverty awareness training for the Visitor Services staff, points out that people use EBT cards for many reasons. “People could be disabled, elderly, between jobs, working a part-time or low-wage job, or be in extreme debt from student loans ... you can’t judge people for receiving assistance when they’re doing the best they can despite the circumstances,” says Rafferty. “I don’t like the word ‘welfare.’ It carries too many stigmas that just aren’t true.”

By addressing financial barriers to visitation, Rafferty hopes that the Museums for All program will encourage more EBT card holders and their families to visit the Bruce. “The program aligns with our long-standing policy of providing discounts to students and seniors, not to mention the fact that the Museum offers free admission to all each and every Tuesday,” Rafferty adds. “After all, the Museum’s mission is to promote the understanding and appreciation of art and science to enrich the lives of *all* people.”

Rafferty points to the upcoming *Summer Family Day: Swimming with Sharks and Art* on Sunday, July 14, from 1 - 4 pm, as a great opportunity for EBT card holders to visit the Bruce with their families. The Museum hosts Family Days for each season, featuring special programs and hands-on activities relating to the exhibitions currently on view. With *Sharks!* on display in the Science Gallery and *Summer with the Averys [Milton | Sally | March]* showcased in the Main Galleries, visitors are invited to learn all about sharks (including live baby sharks), enjoy play time with Imagination Playground blocks, or create their own postcards or artwork, just as the Avery family did during their own productive summer vacations. Taking place from 1 to 4 pm on July 14, *Summer Family Day: Swimming with Sharks and Art* is for all ages.

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### **About the Bruce Museum**

The Bruce Museum is located in a park setting just off I-95, exit 3, at 1 Museum Drive in Greenwich, Connecticut. The Museum is also a 5-minute walk from the Metro-North Greenwich Station. The Museum is open Tuesday through Sunday from 10 am to 5 pm; closed Mondays and major holidays. Admission is \$10 for adults, \$8 for seniors and students with ID, and free for members and children under 5. Individual admission is free on Tuesday. Free on-site parking is available and the Museum is accessible to individuals with disabilities. For additional information, call the Bruce Museum at 203-869-0376 or visit [brucemuseum.org](http://brucemuseum.org).

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