

## FOR IMMEDIATE RELEASE

February 11, 2009



### Art Gallery of Hamilton responds to economic downturn by lowering admission prices

Effective Friday, February 13<sup>th</sup> (and just in time for the Family Day holiday on Monday, February 16<sup>th</sup>), the Art Gallery of Hamilton (AGH) is lowering its ticketed admission prices. New pricing is:

Adult: \$10 (from \$12)  
Student / Senior: \$8 (from \$10)  
Children (ages 6 – 17): \$4 (from \$5)  
Children (ages 5 and under): free  
Family rate (two adults and up to four children): \$25 (from \$30)  
AGH Members: free

“The Art Gallery of Hamilton continues to offer exciting and thought-provoking entertainment for our visitors. We’re proud to offer a high-value experience that is now even more accessible to our community,” said AGH President and CEO Louise Dompierre. “Particularly in this difficult economic climate, we’re noticing that people have a real desire to be with others and that often includes an engaging encounter with art. In a time of uncertainty, the staying power of a beautiful piece of art and the skill involved in creating it takes on new meaning.”

Ticketed admission applies to exhibitions on Gallery Level One only. Admission to exhibitions on Gallery Level Two and to community exhibitions in the Jean and Ross Fischer Gallery is always free, courtesy of Orlick Industries.

“As more individuals move towards taking ‘staycations’ instead of traveling outside their city, the Art Gallery of Hamilton is a great entertainment option for a low-cost or no-cost outing,” added Dompierre.

On the first Friday evening of each month – dubbed First Fridays -- admission to the entire Gallery is free from 5 – 9 pm.

“Attendance at First Fridays has been growing steadily and we’re seeing up to one thousand people through our doors in a four-hour period,” added Dompierre. “We purposely chose Friday because we know that’s a day people traditionally make plans to spend with family and friends on the town. We want to encourage Hamiltonians and tourists alike to make a night of it: have dinner in one of our outstanding downtown restaurants, visit the Gallery, do some shopping downtown, see a play, attend a performance or take in a movie.”

Currently, the Gallery’s ticketed exhibitions include *Inspirational: The Collection of H.S. Southam* (until May 3); *Visual Poetry: The Collection of Pierre Karch and Mariel O’Neill-Karch* (until May 3); *Atelier: Christina Sealey and Richard Oddie / Living Spaces: Imagining Hamilton* (until May 18); and *Jean-Pierre Gauthier: Machines at Play* (until May 18).

Additionally – thanks to support from the Gallery’s Audience Development partner RBC -- full-time students at Mohawk College, McMaster University, Redeemer College, Columbia College and the Canadian Institute for Dental Hygiene receive free admission to ticketed exhibitions upon presentation of a valid student card.

The Gallery’s hours of operation are Tuesdays and Wednesday: 12 noon – 7 pm; Thursdays and Fridays: 12 noon – 9 pm; Saturdays and Sundays: 12 noon – 5 pm. The AGH is open on most statutory holidays, including Family Day (Monday, February 16<sup>th</sup>), from 12 noon – 5 pm.

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