



## FOR IMMEDIATE RELEASE

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## Museum Discovery Day returns in December

MESA, Ariz. (Nov. 12, 2018) – The i.d.e.a. Museum will open its galleries at no cost to the public from 6 p.m. – 10 p.m. on Friday, Dec. 14. The free access is part of the move toward Museum Discovery Days, which aim to make art and hands-on activities accessible to families of all economic backgrounds on select days or evenings.

Museum Discovery Days are made possible through financial support of the museum's Access for All program by individual donors and sponsorships, including the City of Mesa.

"By moving toward Museum Discovery Days, we have more flexibility opening the museum's doors to our entire community - not only on select Sundays, which for many are days of worship," said Sunnee O'Rork, executive director of the museum. "We're looking forward to meeting new families who hadn't yet had the opportunities to discover art and hands-on activities at the museum."

Free days are very popular and attract crowds. To better serve visitors, avoid long lines and allow as many people as possible to enjoy the museum, the museum may implement timed tickets at the door on a first-come, first-served basis. No advanced tickets will be distributed.

Should there be wait time for entry, visitors can check out holiday-themed activities taking place at Merry Main Street and 2<sup>nd</sup> Friday Night Out in Downtown Mesa. Both events are within walking distance from the museum, along Main Street. Enjoy food trucks, a Christmas market, an ice rink and more.

At the museum, guests can experience imaginative and creative experiences in ArtVille and the HUB Gallery. Also, visitors may experience our current art exhibition, *Far Out: Our Solar System*. Activities include a virtual reality station that offers an interactive experience of space exploration, materials to create prototypes of space crafts and a chance to explore Area 51.

Please note: The museum also offers discounted admission for economically challenged families through the Museums for All program, so our community may experience the museum without the crowds typical on free days. Families who present their Electronic Benefits Transfer (EBT) card qualify for a \$2 admission per person (up to 6 people) and may visit the i.d.e.a. Museum during times convenient for their families.

More about museum activities: [www.ideaMuseum.org](http://www.ideaMuseum.org).

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The i.d.e.a. Museum is a part of the City of Mesa and is supported by the i.d.e.a. Museum Board of Directors, 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.