

Phoenix Art Museum

News Release

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Phoenix Art Museum and PetSmart® launch MAP@PAM to offer free Museum admission to military families this holiday season

Through a \$50,000 contribution from PetSmart, veterans, active-duty service members and their families will enjoy the Museum free of charge now through November 2017

PHOENIX (November 21, 2016) – Phoenix Art Museum and PetSmart® announce a new initiative beginning this holiday season that provides free museum admission to all military families. The [Military Access Program at Phoenix Art Museum](#), known as MAP@PAM, is made possible through a generous gift of \$50,000 by PetSmart, and honors the service of veterans and active-duty military personnel, with benefits extending to their immediate family members. MAP@PAM offers both complimentary general admission (\$18 for adults, \$15 for senior citizens, \$13 for students with ID, \$9 for children aged 6-17) and complimentary admission to specially-ticketed exhibitions [Kehinde Wiley: A New Republic](#) and [Emphatics: Avant-Garde Fashion 1963-2013](#) (\$5 each for all ages, \$8 both exhibitions, all ages). The program will be offered to all military-families with ID through Nov. 11, 2017.

Phoenix Art Museum will celebrate the launch of MAP@PAM during [PetSmart Light the Night First Friday](#) on Dec. 2, 6 p.m. to 10 p.m., with live musical performances, festive activities for all ages, and information on programs and services available to local military families. In addition to complimentary access, the Museum will award free Museum Memberships to the first 100 military families to present their IDs (valued at \$90), as well as exclusive discounts at both The Museum Store and the Museum's restaurant, Palette. Military families can also be entered to win exclusive prizes.

"Through selfless acts of service, veterans, active-duty and retired service members have sacrificed so much for our country," said Michael Massey, president and chief executive officer for PetSmart. "Through our collaboration with Phoenix Art Museum, PetSmart is honored to support the men and women who serve our country and wish to recognize their acts of service during the holiday season through the MAP@PAM."

"We are profoundly grateful for PetSmart's compassionate generosity, which enables Phoenix Art Museum to provide unlimited, free access to art, exhibitions, and educational programming for military families, both locally and those visiting from across the country," said Amada Cruz, the Museum's Sybil Harrington Director and chief executive officer. "We are pleased to show our appreciation for veterans and active-duty military personnel who give so fully of themselves on behalf of our nation, and for their families who bear a weighty burden through their support and sacrifice."

Phoenix-based PetSmart – the nation's largest pet specialty retailer – teamed up with Phoenix Art Museum in early 2016 to sponsor First Friday, an essential Phoenix experience. The monthly event offers free general admission and discounted special exhibition admission from 6 p.m. to 10 p.m. on the first Friday of every month. Since the inception of this collaboration, PetSmart has contributed \$250,000 to the Museum, which has experienced record-breaking attendance on First Fridays in recent months.

For more information about MAP@PAM, contact the Office of Marketing and Communications at 602.257.2105.

For more information about PetSmart, visit PetSmart.com.

About PetSmart®

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we love pets, and we believe pets make us better people. Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they can live more fulfilled lives. This vision impacts everything we do for our customers, the way we support our associates and how we give back to our communities. We employ approximately 53,000 associates, operate 1,477 pet stores in the United States, Canada and Puerto Rico and 203 in-store PetSmart® PetsHotel® dog and cat boarding facilities. PetSmart provides a broad range of competitively priced pet food and pet products and offers dog training, pet grooming, pet boarding, PetSmart Doggie Day Camp day care services and pet adoption services in-store. Our portfolio of digital resources for pet parents – including PetSmart.com, PetFoodDirect.com, Pet360.com and petMD.com – offers the most comprehensive online pet supplies and pet care information in the U.S. Through our in-store pet adoption partnership with independent nonprofit organizations, PetSmart Charities® and PetSmart Charities™ of Canada, PetSmart helps to save the lives of more than 500,000 homeless pets each year.

About Phoenix Art Museum

Phoenix Art Museum has provided access to visual arts and educational programs in Arizona for more than 50 years and is the largest art museum in the Southwestern United States. Critically acclaimed national and international exhibitions are shown alongside the Museum's permanent collection of more than 18,000 works of American, Asian, European, Latin American, Western American, modern and contemporary art, and fashion design. The Museum also presents festivals, a comprehensive film program, live performances and educational programs designed to enlighten, entertain and stimulate visitors of all ages. To learn more about Phoenix Art Museum, visit PhxArt.org, or call the 24-hour recorded information line at (602) 257-1222.

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