

# Phoenix Art Museum

News Release

**MEDIA CONTACT:**

Margaree Bigler, Marketing and Communications Manager  
602.257.2105 | [margaree.bigler@phxart.org](mailto:margaree.bigler@phxart.org)

## Phoenix Art Museum, Diane and Bruce Halle, and Discount Tire present Free Family Weekend in 2017

*Each second weekend of every month will include additional day of free general admission and arts education programming*

PHOENIX (December 19, 2016) – Beginning in 2017, Phoenix Art Museum will present an additional free-access day to its calendar each month, transforming Discount Tire Free Family Sunday to Discount Tire Free Family Weekend. Due to a new and generous grant provided by Diane and Bruce Halle and [Discount Tire](#), a national tire and wheel retailer headquartered in Scottsdale, Arizona, Phoenix Art



Museum will now open one weekend per month (generally encompassing the second Sunday of the month) free to all visitors. The Discount Tire Free Family Weekend will still feature a variety of special hands-on, educational programming and collaborations with local artists and partner organizations designed to appeal to visitors of all ages. The first Discount Tire Free Family Weekend will be held on Saturday, January 7, 2017 from 10am to 5pm and Sunday, January 8, 2017, from noon until 5 pm.

“Phoenix Art Museum is incredibly grateful for the ongoing generosity of Discount Tire, and the deep support of Diane and Bruce Halle for the Phoenix Art Museum.” said Amada Cruz, the Sybil Harrington Director and CEO of Phoenix Art Museum. “Over the past year, this gift has had a transformative impact on our ability to create access to art for all people, and has broadened our connection with the greater Phoenix community in so many ways. It is our goal to create a sense of ownership across our community so that Phoenix Art Museum belongs to everyone, that our doors are open to all, without economic barrier. Because of benefactors like Diane and Bruce Halle and Discount Tire, we are able to make that goal a reality.”

“Discount Tire is thrilled to be able to provide free admission one weekend each month to all Arizona families,” said Bruce T. Halle, who founded Discount Tire in 1960. “Over the past year, Diane and I have been inspired to see how many families took advantage of the opportunity to experience Phoenix Art Museum, and we are excited to provide a new gift that allows many more families to spend time together at Phoenix Art Museum.”

In 2016, Discount Tire Free Family Sunday drew more than 24,000 visitors over the course of 12 free-access days. “Diane and Bruce Halle and Discount Tire have helped us connect with our visitors and the community in a variety of ways,” said Kaela Hoskings, the Museum’s Gerry Grout Education Director. “Over the past year, we have collaborated with more than 50 local artists, community organizations and musicians every second Sunday to creatively connect people of every age to a variety of art forms and art education. We are excited to extend this innovative programming to an entire weekend each month this coming year.”



In addition to the opportunities to experience art throughout the galleries, the Museum's Education Department has used the Discount Tire Free Family days to feature interactive experiences, hands-on art activities, story time with [Phoenix Public Library](#), along with musical and dance performances. Those who collaborated with the Museum in 2016 include [Arizona Opera](#), [Rosie's House: A Musical Academy for Children](#), [Audubon Arizona](#), [East Valley Children's Theatre](#), and [DJ Musa Mind](#), among

others. Artist collaborations include dancer and choreographer [Nicole L. Olsen](#), artist [Yai Villa](#), [Turner Davis](#), painter [Antoinette Cauley](#), and many more.

General admission at the Museum is \$18 for adults, \$15 for seniors, \$13 for students with current ID, and \$9 for children aged six and older. Free Family Weekends offer a significant savings with general admission pricing waved on those days and access to special-engagement ticketed exhibitions at just \$5 per visitor.

**2017 Dates for Discount Tire Free Family Weekend include:**

January 7 and 8  
February 11 and 12  
March 11 and 12  
April 8 and 9  
May 13 and 14  
June 10 and 11

July 8 and 9  
August 12 and 13  
September 9 and 10  
October 14 and 15  
November 11 and 12  
December 9 and 10

Details for each event can be found on our website as they become available:  
<http://www.phxart.org/events/calendar>

Images for media use can found here (all photos courtesy of Phoenix Art Museum):  
<http://bit.ly/DTFWimages>

**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](http://PhxArt.org), or call the 24-hour recorded information line at (602) 257-1222.

###