

Phoenix Art Museum

News Release

MEDIA CONTACTS:

Margaree Bigler, Marketing and Communications Manager
602.257.2105 | margaree.bigler@phxart.org

Brian O'Malley, Gordon C. James Public Relations (APS)
480.703.8338 | bomalley@gcjr.com

Phoenix Art Museum celebrates Arizona Public Service gift funding MAP@PAM, a program offering free Museum admission to military families

Through a \$50,000 contribution from APS, veterans and active-duty service members and their families are able to enjoy the Museum free of charge now through May 2019

PHOENIX (May 30, 2018) – Phoenix Art Museum hosted a recognition ceremony on Thursday, May 24, 2018, honoring the APS contribution to the initiative 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 from APS and honors the service of veterans and active-duty military personnel, with benefits extending to their immediate family members. MAP@PAM offers active and retired members of the military both complimentary general admission and complimentary admission to all specially ticketed exhibitions. Since November 2017, APS's contribution has welcomed more than 4,000 members of the military and their families to the Museum.

"We are immensely grateful for APS's tremendous act of generosity, which enables Phoenix Art Museum to provide unlimited access to art, exhibitions, and educational programs for all military families, including those visiting from out of state," said Amada Cruz, the Museum's Sybil Harrington Director and CEO. "We are deeply committed to expressing our appreciation for veterans, active-duty military personnel, and their families, and we are pleased to honor them for all they do in service to our nation through MAP@PAM."

The ceremony recognized APS's significant gift to MAP@PAM on Thursday, May 24, from 9:30 – 10 am and hosted nearly 100 people, including veterans, active-duty military personnel, their families, community volunteers, and representatives from APS. A reception immediately followed the ceremony, featuring light refreshments sponsored by Whole Foods, hands-on art-making activities, and an installation of more than 20 artworks created by veterans participating in the [Arizona Art Alliance Veteran's Outreach Program](#), which offers free art classes to veterans at nine locations throughout the Valley. Guests were also invited to participate in hands-on activities provided by [Cut + Paste PHX](#) and to attend the Museum's free [Slow Art and Mindfulness](#) session, hosted in collaboration with Hospice of the Valley, at noon.

"We are elated that a program like this was created with the intent to honor our military service members, and we're thankful that our support will open the doors to a world of art and culture for this population of selfless individuals who've worn the cloth of our nation," said Hal Pittman, director of external communications at APS. "Some might not see a connection between military and the arts, but the connection is actually quite strong, and has the power to heal."

APS, the Southwest's foremost producer of clean, safe, and reliable electricity, has a long history of support with Phoenix Art Museum, giving more than \$1.7 million dollars for exhibitions, events, and programs since 1975. Most recently, APS teamed up with Phoenix Art Museum in 2018 to provide support for the *Iris van Herpen: Transforming Fashion* exhibition, and in 2017 with support for the *Samurai: Armor from the Ann and Gabriel Barbier-Mueller Collection* exhibition and Bright Night Gala.

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

For more information about APS, visit aps.com.

About APS

APS serves about 2.7 million people in 11 of Arizona's 15 counties and is the Southwest's foremost producer of clean, safe, and reliable electricity. Using a balanced energy mix that is nearly 50 percent carbon-free, APS has one of the country's cleanest energy portfolios, including both Palo Verde Generating Station and renewable energy. The company is also a proven leader in introducing technology and services that offer customers choice and control over their energy consumption. With headquarters in Phoenix, APS is the principal subsidiary of Pinnacle West Capital Corp. (NYSE: PNW).

About Phoenix Art Museum

Phoenix Art Museum has provided access to visual arts and educational programs in Arizona for nearly 60 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 19,000 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 602.257.1880.

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