

Phoenix Art Museum

News Release

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Phoenix Art Museum and Discount Tire to present Free Family Sundays through June 2019

The Museum will offer monthly voluntary-donation times and special programming on every second Sunday of the month from July 2018 through June 2019 courtesy of locally-based company Discount Tire

PHOENIX (June 11, 2018) – Phoenix Art Museum announces the renewal of a generous gift from Discount Tire to provide free general admission for all guests on the second Sunday of each month. Beginning July 8, 2018, the Museum will open one Sunday per month, free of charge for the general public. From July 8, 2018, through June 9, 2019, Discount Tire Free Family Sundays will continue to feature a wide variety of special hands-on, educational programming, and collaborations with Phoenix-based artists and partner organizations designed to appeal to visitors of all ages. The gift continues the legacy of removing economic barriers to the arts that began with sponsorship of Free Family Sundays two years ago; Discount Tire has supported 44 days of free general admission and drawn nearly 76,000 visitors to the Museum since 2016.



“Phoenix Art Museum is incredibly grateful for the ongoing generosity of Discount Tire and their commitment to Phoenix Art Museum,” said Amada Cruz, the Sybil Harrington Director and CEO of Phoenix Art Museum. “For the past two years, Discount Tire’s support has had a transformative impact on our ability to remove economic barriers to art for all people in our community. We strive to honor the legacy of Bruce Halle, the founder of Discount Tire, who was an unflinching ally to

the Museum, and we're immensely grateful to Diane Halle, and everyone at Discount Tire for continuing to support our mission."

"Discount Tire has provided the Museum with an opportunity to reach new audiences and help families share meaningful experiences through art," said Kaela Sáenz Oriti, the Museum's Gerry Grout Education Director. "This funding allows us to collaborate with Phoenix-based artists to create original, interactive programming that provides children, parents, and families of all kinds with the tools to make the Museum a place where they feel a sense of belonging. We look forward to carrying forward the tradition of Discount Tire Free Family Sundays as one of the most welcoming, inclusive, and creative days on which to visit Phoenix Art Museum every month."

In addition to the opportunities to experience art throughout the galleries, the Museum's education department will continue to use the Discount Tire Free Family days to feature interactive experiences, hands-on art activities, and story time with [Phoenix Public Library](#) along with musical and dance performances. Organizations that have collaborated with the Museum include [ASU's School of Arts, Media and Engineering](#); the [Japanese Friendship Garden](#); [InueBOX](#); and [Rosie's House](#), among others. The Museum has also collaborated with a number of artists, including musician [Ken Koshio](#), visual artists [Roy Wasson Valle and Koryn Woodward Wasson](#), [David Emmitt Adams](#), [Kyllan Maney](#), and many more.



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



2018–2019 Dates for Discount Tire Free Family Sunday:

- July 8, 2018
- August 12, 2018
- September 9, 2018
- October 14, 2018
- November 11, 2018
- December 9, 2018
- January 13, 2019
- February 10, 2019
- March 10, 2019
- April 14, 2019
- May 12, 2019
- June 9, 2019

To request interviews and high-resolution photography, contact Phoenix Art Museum's Marketing and Communications Office at 602.257.2105 or margaree.biqler@phxart.org.

About Discount Tire

In 1960, Bruce T. Halle founded the first Discount Tire in Ann Arbor, Michigan. Starting with an inventory of only six tires, Halle grew his store by cultivating connections to the community and honoring relationships with customers and employees. Through respect, fairness, and a willingness to always pay it forward, Halle transformed his store into a thriving, responsible business. Today, Discount Tire is America's largest independent tire and wheel retailer. Their 980+ locations across 34 states provide a wide range of product choices, affordable pricing, and expert staff. More importantly, all stores offer the individual customer focus and warm personal touch you'd expect from a neighborhood store. In the spirit of the first Discount Tire store, the company maintains a commitment to mutual respect and fairness for all through community engagement and responsible growth.

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, 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. Visitors also enjoy vibrant photography exhibitions through the Museum's landmark partnership with the Center for Creative Photography, University of Arizona. To learn more about Phoenix Art Museum, visit phxart.org, or call 602.257.1880.

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