

FOR IMMEDIATE RELEASE
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MAJOR ANNOUNCEMENT

**Free admission to the Vancouver Art Gallery every Sunday
for children aged 12 and under, Starting January 5, 2014
supported by Visionary Partner: the Diamond Foundation**

Vancouver, BC — The Vancouver Art Gallery, in collaboration with its Visionary Partner, the Diamond Foundation, is pleased to launch a brand new philanthropic initiative that provides free Gallery admission for children aged 12 or under every Sunday, starting January 5, 2014. This offer allows children to have free and regular access to all of the Gallery's exhibitions as well as the *Weekly Family Programs* that consist of child-friendly exhibition tours and art-making activities. More than 50,000 children and their families will benefit from this program annually.

"We deeply appreciate the Diamond Foundation's remarkable contribution to the well-being of our community through this most generous gesture." said the Gallery's Director Kathleen Bartels. "We are extremely excited to welcome more children and their families to our innovative exhibitions and educational programs every Sunday."

Established by Gordon and Leslie Diamond in 1985, the Diamond Foundation is one of Canada's largest family charitable organizations and has been a long-time supporter of the Vancouver Art Gallery. This is the newest aspect of a multi-year initiative supported by the Diamond Foundation to provide subsidized community access to the Vancouver Art Gallery for the residents of British Columbia.

"We are very pleased to be able to support the Vancouver Art Gallery in their efforts to enhance and enrich the lives of so many children in British Columbia. Our donation will help make it possible for them to access the wonderful world of art regardless of their financial means." said Leslie Diamond, Trustee of the Diamond Foundation.

As the largest art museum in Western Canada, the Vancouver Art Gallery has a mission to provide access to the best educational programs for its audiences. With long-standing lead support from HSBC Bank Canada, the Gallery has re-energized its *Weekly Family Programs* through playful and educational activities such as *Art Agents* (in-Gallery activities) and *The Making Place* (workshops).

The Vancouver Art Gallery is most grateful for the Diamond Foundation's outstanding generosity.

Visionary Partner: *diamond*
FOUNDATION

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About the Vancouver Art Gallery

The Vancouver Art Gallery is a not-for-profit organization supported by its members, individual donors, corporate funders, foundations, the City of Vancouver, the Province of British Columbia through the BC Arts Council, and the Canada Council for the Arts. We thank everyone for their continuing generosity.