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FOR IMMEDIATE RELEASE

CHILDREN'S MUSEUM OF THE EAST END ANNOUNCES ACCESS PROGRAM FOR LOW-INCOME FAMILIES

Bridgehampton, NY – Today, the Children's Museum of the East End (CMEE) announced that it has joined *Museums for All* to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits. The program will enable low-income families to visit CMEE for free with the presentation of an Electronic Benefits Transfer (EBT) card. *Museums for All* is part of the CMEE's broad commitment to seek, include, and welcome all. CMEE is now the first museum on Long Island to offer free admission for EBT cardholders.

"We are absolutely thrilled to be a part of this very important initiative," said Steve Long, CMEE's president. "CMEE is committed to ensuring that visiting museums is fully accessible to everyone. This program will allow thousands of families—who may otherwise not have the means—to visit CMEE, play and enjoy our educational programming."

A signature access program of the Association of Children's Museums (ACM) and the Institute of Museum and Library Services (IMLS), *Museums for All* represents a long stride toward the goal of reaching more children and parents, especially those living in poverty, with the valuable learning resources of museums. Children's museums, with their unique focus on bringing children, families, and communities together, are committed to providing access to all. Each year, children's museums host more than 31 million visitors. The *Museums for All* initiative will allow children's museums to further expand their reach and impact by helping EBT cardholders visit any participating museum year-round.

About the Children's Museum of the East End (CMEE)

The Children's Museum of the East End is one of the most visited museums in Eastern Long Island, and welcomes over 60,000 visitors annually. The Museum opened in 2005 and offers over 7,000 square feet of interactive, hands-on exhibits, classrooms, and performance space. CMEE's mission is "to spark imagination and foster learning for children of all backgrounds and abilities and to build strong connections within the East End community by providing playful experiences." For more information, please visit www.cmee.org.

About the Institute of Museum and Library Services (IMLS)

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Its mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. The IMLS's grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov.

About the Association of Children's Museums (ACM)

In an increasingly complex world, children's museums provide a place where all kids can learn through play and exploration with the caring adults in their lives. There are approximately 400 children's museums around the world, which annually reach more than thirty-one million visitors. ACM provides leadership, professional development, advocacy and resources for its member organizations and individuals. To learn more about ACM, visit www.ChildrensMuseums.org



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