

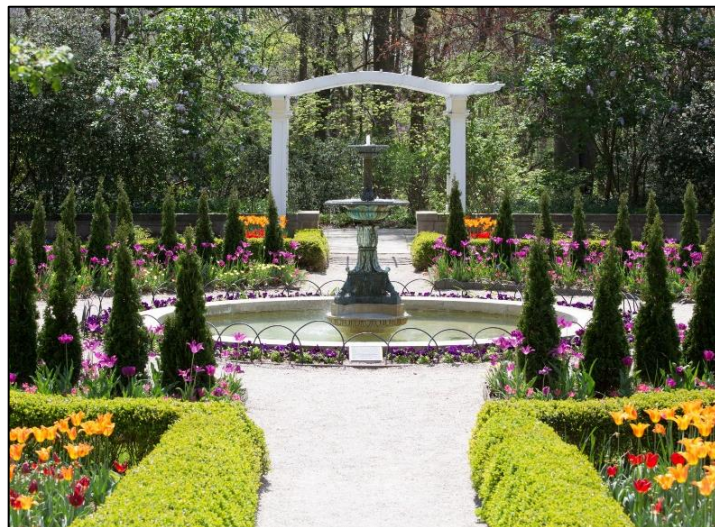


Newfields Announces New General Admission Pricing to take affect 7/1 *Pricing to increase by \$2, children five and under remain free*

INDIANAPOLIS, IN, June 6, 2022— The Indianapolis Museum of Art at Newfields announced today that beginning July 1, 2022, General Admission pricing for guests will increase by \$2 making the adult ticket price \$20.

This is the first change in pricing in the last eight years. It will help meet increased costs and wages, while also allowing Newfields to expand its range of exceptional exhibitions, events and programs that our guests enjoy year-round.

"Newfields is an important asset to the Indianapolis community and our mission to enrich lives through exceptional experiences with art and nature is more important than ever before," said Jerry Wise, Chief Financial Officer at Newfields. "This new pricing will allow Newfields to continue investing in our employees and our community, while growing our offerings of exhibitions and events."



Newfields is a committed member of EmployIndy's Good Wages Initiative, which focuses on ensuring that all full-time employees are paid a minimum hourly wage of \$18 by 2024.

With this new pricing Newfields is implementing a senior rate (55+), which holds pricing for seniors at \$18 and children five and under will remain free. Newfields new pricing will be as follows: Adult (18+): \$20.00, Senior (55+): \$18.00, Youth (ages 6-17) \$13.00, children five and under remain free and Access Pass holders remain at \$2.

In addition to the new General Admission Policy, Newfields will continue to implement and expand its access programs and initiatives. Through these programs Newfields offers free admission days and memberships with partnering organizations. Current [Community Programs](#) include:

- **[Neighborhood Membership](#):** In partnership with the Crownhill Neighborhood Association, Riverside Civic League and the Mapleton Fall-Creek Neighborhood Association, Newfields offers qualifying neighbors a free Newfields membership. The Neighborhood Membership includes unlimited visits and discounts for special programs.
- **[Access Pass](#):** The Access Pass program is made possible in partnership with The Children's Museum of Indianapolis. This membership enables families to purchase general admission tickets for two adults and all children aged 17 and under for \$2 each, and children 5 and under are always free.
- **[Free First Thursdays](#):** Sponsored by Bank of America General Admission is free during operating hours on the first Thursday of every month, year-round. Advanced ticketing is required.
- **[Community Days](#):** Guests to Newfields can enjoy Free General Admission on select community days, including Martin Luther King Jr.

Day (celebrated on Sunday, January 16, 2022), International Museum Day & Go Public Gardens Day, on Friday, May 27, 2022 and Juneteenth – Sunday, June 19, 2022

- **Marion County Schools:**
Marion County students, in grades K-12, receive free general admission when visiting for a school assignment. To redeem, students can check in at the Information Desk with their student ID.
- **Marion County Colleges and Universities:**
Marion County students attending Butler University, Christian Theological Seminary, IUPUI, Ivy Tech Marion Campus, Marian University, Martin University and the University of Indianapolis receive a free Newfields annual membership upon showing their student ID.
- **Community Ticket Distribution Program:**
During Newfields seasonal programming Newfields distributes complimentary admission tickets to organizations in Central Indiana for their constituents to attend special events. This program is focused on breaking down barriers to access for underserved and under resourced communities. In 2021, Newfields distributed more than 50,000 free tickets.
- **Blue Star Program (Active Military)**
Current Active-Duty Military and their immediate family receive free general admission with a valid military ID year-round.
- **Bank of America's Museums On Us:**
Present your Bank of America, Merrill Lynch, or Bank of America Private Bank (US Trust) credit or debit credit or debit card and a photo ID on the first full weekend (Saturday and Sunday) of every month for one free general admission ticket. Advanced ticketing is required.

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About Newfields

Newfields offers dynamic experiences with art and nature for guests of all ages. The 152-acre cultural campus features art galleries, lush gardens, a historic mansion, performance spaces, a nature preserve and sculpture park. From inspiring exhibitions in the Indianapolis Museum of Art Galleries, to concerts in The Toby, to a stroll through The Garden with a glass of cheer, guests are invited to interact with art and nature in exciting new ways. Newfields is home to the Indianapolis Museum of Art, among the ten largest and oldest general art museums in the nation; the Lilly House, a National Historic Landmark; The Garden, featuring 40 acres of contemporary and historic gardens, a working greenhouse and an orchard; and The Virginia B. Fairbanks Art & Nature Park, one of the largest art and nature parks in the country. The Newfields campus extends outside of Indianapolis with Miller House and Garden in Columbus, IN.—one of the nation's most highly regarded examples of mid-century Modernist architecture. For more information visit [DiscoverNewfields.org](https://www.discovernewfields.org).

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