



AUCKLAND MUSEUM IS FREE FOR AUCKLANDERS THIS SUMMER!

For the first time in 10 years, Auckland Museum will not be asking for an admission contribution from the Auckland region's residents, this summer, from **4 December**.

This gesture is part of the on-going celebrations of the building's 80th birthday and makes the Museum the best value destination for Aucklanders this summer.

"We are thrilled after ten years to be able to offer Aucklanders this seasonal opportunity to come home to their Museum," says Director Vanda Vitali. "This will be a chance for our community to see the new improvements within the Museum and participate in the range of exciting summer exhibitions and programmes."

Enjoying the Museum this summer will be as simple as bringing along proof of residency (rates bill, utility bill, library card, or mail indicating residential address) plus one form of ID (eg valid credit card, drivers' licence, birth certificate, Seniors Card). To ensure this initiative has no impact on the rates levy, the Museum will continue to charge entry fees to special exhibitions and will increase the suggested donation to \$10.00 for non-Aucklanders.

The Museum's summer programme includes *Wonderland: The Magic of the Rose*, a new exhibition that unravels the fabulous tales of love, passion and secrecy that have made the rose revered by royalty, praised by poets, and a special part of life for people around the world.

"We hope to see a whole generation of new visitors join us at the Museum this summer," concludes Dr Vitali. "And it will be a great chance for families to come several times over the school holidays. Between a free Museum and the gorgeous Domain around us, what could be a better day for Aucklanders?"

The summer season also includes a great line-up of family programmes including a new *Dangerous Museum for Boys and Girls* trail, *Midsummer at the Museum* - a special performance inspired by *The*

Magic of the Rose and Shakespeare's "A Midsummer Night's Dream", and a family sleepover programme.

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