

Media Release:



Auckland Museum Extends Free Entry Offer

Auckland Museum's I AM FREE campaign has been extended by three months due to its success. The campaign has seen an influx in the number of Aucklanders visiting the building. During January, visits from Aucklanders were 30 percent up on the same period last year.

The campaign welcomes greater Auckland residents to the museum with no suggested donation. The promotion is part of the ongoing celebrations of the building's 80th year in the Domain, and will now run until the end of May.

"The I AM FREE promotion has been an amazing success," says Director Dr Vanda Vitali. "We are thrilled to extend this campaign as we welcome Aucklanders to their museum and look forward to new and repeat visitors during the autumn period."

Throughout autumn the museum explores the popularity of the world's most popular flower in the special exhibition *Wonderland: The Magic of the Rose*. It will also examine the life of remarkable New Zealand botanist, Lucy Cranwell from 12 March, and features stunning examples of botanical art in *Illustrated Leaves: Florilegia from the 16th to 21st Centuries*. Programmes include the popular LATE at the Museum series, as well as Fabulous Fridays panel discussions, school holiday activities and Anzac Day events.

Upon entry, Auckland visitors wishing to take advantage of I AM FREE present proof of residency, which the museum uses to track visitation. This information will assist in determining the economic feasibility of this programme on a permanent basis.

"While it's still early to determine the long-term impact of this programme," says Dr Vitali, "we would very much like to end the suggested contribution format for Aucklanders forever."

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