

Media Release:



AUCKLAND MUSEUM'S 'I AM FREE' CAMPAIGN BRINGS RECORD NUMBERS OF AUCKLANDERS IN FOR THE SUMMER

Auckland Museum has seen a spike in the number of Aucklanders coming into the Museum during the summer period. Over 40,000 Auckland adults and children have visited the Museum in the past six weeks.

The increase in visitor numbers is largely due to the "I AM FREE" promotion, which began in early December, and 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 runs through the end of February.

"The first half of our 'I AM FREE' promotion has been a great success," says Director Dr Vanda Vitali. "We are thrilled to welcome so many Aucklanders to their Museum and look forward to new and repeat visitors through the remainder of the summer."

Auckland Anniversary Day saw a 34 percent increase in visitors over last year, with more than 2,000 in total. The percentage of Aucklanders in this group was 160 percent higher than last year as a result of the 'I AM FREE' promotion.

Upon entry, Auckland visitors present proof of residency, which the Museum utilises to track visitation. This information will assist in determining the economic feasibility of this programme on a permanent basis. "While it is still early to determine the long-term impact of this programme" continues Dr Vitali, "we would very much like to end the suggested contribution format for Aucklanders forever. If it doesn't prove possible, we will simply go back to the previous \$5 suggested donation."

The Museum's summer programme includes special activities for children and families, as well as the continuation of *Wonderland: The Magic of the Rose*. This enchanting exhibition can be appreciated by audiences of all ages, and is open through 18 April.

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