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AGO MAKES BOLD NEW PRICING CHANGES

TORONTO – Today the AGO (Toronto) announced bold and exciting changes that will ensure greater museum access than ever before. Starting on May 25, **admission for visitors 25 and under is free** – all year, anytime, including for special exhibitions. For visitors over 25, single-visit tickets are now \$25 and include the AGO Collection and all special exhibitions with no added fees. And the AGO is launching a new Annual Pass that provides **unlimited museum admission for a year for \$35**.

According **Stephan Jost**, the AGO's Michael and Sonja Koerner Director and CEO, "the goal is to make it easier for everyone to make art a part of their everyday lives. We will test and learn from this new model over the coming year, with the goals of increasing engagement with our audiences, and also gaining new understandings of visitor patterns that will help us better meet their needs."

The AGO is celebrating this landmark initiative with the launch of **AGO All Hours**, an unmissable event that will happen three times a year. AGO All Hours runs from morning to night, and invites visitors to participate in unconventional experiences featuring local artists and community partners. From special programs, art installations and artmaking activities to pop-up bars, marquee performances and more, AGO All Hours has the vibe of a Toronto block party welcoming all ages all day, from 10:30 a.m. to 1 a.m. More details are available at **AGO.ca** or by following **#AGOAllHours**.

Adding to the exciting lineup at AGO All Hours on May 25 is the highly anticipated public opening of **Yayoi Kusama's [INFINITY MIRRORED ROOM - LET'S SURVIVE FOREVER](#)**, the first contemporary artwork in Canada to be acquired through a major crowdfunding campaign. Same-day reservations to see the artwork can be made on-site at the AGO.

These major pricing changes go into effect on May 25. Annual Pass holders will receive a digital card for smartphones so that they don't have to wait in line for tickets; they simply present their digital pass to be scanned upon arrival. Visitors without smartphones may request a physical Annual Pass. For single ticket purchasers, one simplified price of \$25 now includes admission to the AGO Collection and all special exhibitions with no extra fees.

AGO Membership levels remain unchanged and continue to offer special benefits to Members, who provide important philanthropic support. The AGO's robust membership program provides a foundation of philanthropic support. The generosity of nearly 100,000 members allows the AGO to fulfill its mission to bring art, learning and audiences together. Membership continues to offer special benefits, including exclusive previews of special exhibitions, discounts, access to the Norma Ridley Members' Lounge, and more.

"Great cities deserve great civic spaces, and increasing access to the AGO will make the museum a more welcoming and inclusive place for all," says **Stephan Jost**. "Thank you to AGO Members, donors, sponsors, and partners for allowing us to break down barriers in truly meaningful ways."

@AGOToronto | #LessEqualsMore

SUPPORTERS

The AGO's new admission model is made possible by:

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ABOUT THE AGO

Located in Toronto, Canada's largest city of 5.9 million, the Art Gallery of Ontario (AGO) is one of the largest art museums in North America. The AGO Collection of close to 95,000 works ranges from cutting-edge contemporary art to significant works by Indigenous and Canadian artists and European masterpieces. The AGO presents wide-ranging exhibitions and programs, taking special care to showcase diverse and underrepresented artists. Its 585,000 square foot building was most recently expanded in 2008 by Frank Gehry, and attracts approximately one million visits per year. Visit AGO.ca to learn more.

The AGO is funded in part by the Ontario Ministry of Tourism, Culture and Sport. Additional operating support is received from the City of Toronto, the Canada Council for the Arts and generous contributions from AGO Members, donors and private-sector partners.

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