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## Free for Kids at the Denver Art Museum Facts and FAQs

- Program:** Free for Kids at the Denver Art Museum
- Start Date:** March 25, 2015
- End Date:** Through March 2020
- Underwritten by:** Scott Reiman and the Reiman Foundation  
Kaiser Permanente Colorado
- Program Details:** Free for Kids at the Denver Art Museum is a program that provides free general admission to the Denver Art Museum to kids 18 and under for the next five years, thanks to a generous five-year gift from Scott Reiman and a one-year grant from Kaiser Permanente Colorado. The program also:
- Caps admission to special, ticketed exhibitions at \$5 for youth
  - Provides free general admission for school and youth group tours
  - Includes bus funding assistance for Title 1 schools starting Fall 2015
- For more info:** Please visit [www.denverartmuseum.org/freeforkids](http://www.denverartmuseum.org/freeforkids)

### Frequently Asked Questions:

- **Why is the Denver Art Museum offering free admission to kids?**

The DAM is renowned for its educational youth programs, which are based on the idea that creativity is the link between artistic imagination experienced in our galleries and the everyday experiences citizens have in our community. DAM collections showcase the power and beauty of human creativity across time and cultures, and our mission is to help each visitor unlock their own creative potential in a relevant way.

The DAM has always championed youth access to collections and programming through Free First Saturdays, free break weeks and free admission to family festivals such as Día del Niño and the Friendship Powwow. As a result of having many youth visit the museum on free days and break weeks, we hope this program will eliminate barriers and encourage more youth and families to experience art at the museum.

- **What activities are there for my children at the DAM?**

The DAM has a wide array of hands-on programming for kids of all ages. Designated kid-friendly spaces, including Kids Corner and Duncan Pavilion's Just For Fun Center, have multiple hands-on activities, including artmaking, building areas and costumes that relate back to artworks in the collections.

Families can check out the bilingual Family Activity Cart with free art-centric activity backpacks or Art Tubes filled with activities relating to one of our gallery spaces. Create-n-Take areas are facilitated by museum staff with a hands-on project for kids to take home. Several discovery areas and other activities for kids are available throughout the museum's art galleries. The Studio also includes immersive opportunities to create and connect with live artists.

- **What school and youth group programs are available for students at the DAM?**  
The DAM offers a host of educational programs for school and youth groups. The museum's interactive, high-quality tours are available for students of all ages. Led by trained docents, the museum's school programs explore human creativity from the Stone Age to the present, engaging students in hands-on activities and lively thought-provoking conversations.

All tours address Colorado Academic Standards and 21st Century Skills for ECE, elementary and secondary classrooms, including skills in critical thinking and problem solving, creativity and innovation, communication and collaboration, visual literacy and cross-disciplinary thinking. Select Introductory Tours and Subject & Culture-Based Tours are available in Spanish. Self-guided tours also are available for school and youth groups.

- **Are school chaperones required to pay admission?**  
Admission is always complimentary within the museum's established adult: child ratios for school and youth group visits.
- **I am a teacher – how do I request transportation assistance?**  
Transportation funding assistance is available for designated Title I schools starting in the Fall 2015 school year. Please visit our website at [www.denverartmuseum.org/freeforkids](http://www.denverartmuseum.org/freeforkids) for all information related to applying for transportation funding.
- **Does the DAM offer bilingual programming?**  
Yes, the museum offers many programs and materials in both Spanish and English such as CelebrARTE on Free First Saturdays where visitors are invited to celebrate creativity and *cultura*. Visitors can listen to *Cuentos del Arte* in the galleries, check out Family Backpacks, make art in galleries with Create-n-Takes and take a collection highlights tour in Spanish. Additional programming includes the museum's annual Día del Niño celebration that takes place in April.
- **Is there a residency requirement for free general admission?**  
The Free for Kids program underwrites free general admission for ALL kids 18 and under, including school groups, and provides for a \$5 cap on youth tickets for special ticketed exhibitions. There is no residency requirement to take advantage of this program.
- **Wasn't the museum always free for kids?**  
Previously the DAM was free to all kids ages 5 and under, and the museum also offered free general admission to youth 18 and under during school break weeks. This new funding enables the museum to expand free general admission to all youth year round for the next five years, and also provide low-cost, \$5 youth tickets to special exhibitions for kids during that time.
- **What about adults attending with kids?**  
Free for Kids underwrites all general admission for children 18 and under, and \$5 youth admission for special ticketed shows. General admission and additional tickets for special exhibitions apply for all guests over age 18.
- **How do I redeem Free for Kids tickets?**  
Come to the museum welcome desk and all youth members of your party will receive a free admission ticket, courtesy of our donors, as well as a *Fun Things For Families To Do Today* brochure in English or Spanish outlining hands-on, creative activities.
- **How much does this program cost?**  
It is nearly impossible to project the true costs of the program, but we feel very fortunate that these gifts will allow us to cover a broad spectrum of activity in addition to general admission cost, including outreach, transportation funds and evaluation, which have not previously been funded at a significant level.

- **How long will the Free for Kids program last?**

Free for Kids general admission tickets for youth, and \$5 special youth exhibition tickets are underwritten for five years, and we'll be looking to continue the program moving forward.

- **Who is paying for this program?**

Longtime Denver Art Museum trustee Scott Reiman will underwrite Free for Kids costs for five years. Kaiser Permanente Colorado also supports Free for Kids through a one-year grant. Free for Kids also includes school tours, youth group visits and a school bus transportation assistance fund starting in fall 2015.

- **Are there any programs not included in Free for Kids?**

The Free for Kids at the Denver Art Museum includes free general admission for kids 18 and under, and \$5 admission to special ticketed exhibitions through March 2020. Free general admission is also extended to school and youth groups, and includes docent and artmaking fees. Special programs, such as camps and classes, are not included in the Free for Kids program.

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