

THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

510130 - 8

FOR IMMEDIATE RELEASE

INCREASE IN MUSEUM ADMISSION CHARGE

Starting February 1, the Museum of Modern Art, 11 West 53 Street, will increase its admission charge to 50¢, plus 10¢ tax, for adults; 17¢, plus 3¢ tax for children.

This change is made necessary by the increased costs of operation which have risen more than 80% in the past 10 years. The change is in line with similar increases in fees and admissions to many private institutions throughout the country. The Museum is an institution which, without city or state funds and deriving only 5% of operating costs from endowment, is largely dependent on memberships and day to day public support.

Membership in the Museum will still remain at the same rates and will still carry the privilege of unlimited free admission to the Museum, with payment only of the 10¢ tax rate. Resident membership of \$12.50 a year carries additional privileges of 2 bound books free per year, 25% discount on all other Museum books and color reproductions, a subscription to the Members' monthly calendar and to the Museum Bulletin, among other privileges. A \$20 membership offers 5 free books per year, or 4 books and a color reproduction, in addition to the other privileges.