



FOR IMMEDIATE RELEASE

Fine Arts Center to create greater community access with new admission rates, additional free days, and extended hours

Colorado Springs (Aug. 29, 2017) – At a time when funding and access to the arts are being reduced at both local and national levels, the Colorado Springs Fine Arts Center at Colorado College (FAC) is proud to announce reduced admission prices, special discounts, and extended hours – creating greater access for the Colorado Springs community. These changes are the first of many expected through the implementation of the FAC/CC Strategic Plan titled “Excellence, Access, and Collaboration.”

Beginning Friday, Sept. 1, 2017, visitors to the FAC Museum will have full access to all galleries at the following reduced rates of admission:

- \$10 for the general public; rates in the past varied, and were as high as \$18, depending on the exhibition offerings. Admission fees will now be a consistent \$10 throughout the year.
- Active duty and retired military as well as seniors will enjoy a new 50 percent discount (\$5); (the FAC also participates in the Blue Star Museum program, which provides active duty, retired military personnel, and their families free admission to the museum from Memorial Day to Labor Day each year).
- FREE admission historically offered to children 12 and under will extend to include all students and teachers (with valid ID from any school in the nation including high schools, trade schools, and higher education institutions).

Further, in conjunction with the FAC’s Museum Free Days, currently the third Friday of each month, a new, additional Free Day will be offered on the second Saturday of each month (starting Saturday, Sept. 9) for audiences who may not have the ability to attend on a Friday.

In addition to these adjusted admission rates and additional Museum Free Days, the FAC is also extending evening hours for the museum in hopes of welcoming the Colorado Springs working community to the galleries after work. Tuesday through Saturday, the FAC will open at 10 a.m. and close at 7:30 p.m. Sunday hours will remain 10 a.m. to 5 p.m. and starting Sept. 4, the FAC Museum will be closed to the public on Mondays for special touring programs and museum exhibition installations.

The initiatives for creating greater access go beyond the museum with new expanded membership benefits being rolled out, as well as additional Wednesday evening theatre performances slated for all mainstage productions in the 2017-2018 theatre season. Theatre-goers will be able to enjoy award-winning, Broadway-worthy theatre in Colorado Springs for a discounted, flat ticket price of \$20 per seat on these new Wednesday evening performances.

“As we review the outcomes of our new strategic plan, these are just a few of many planned initiatives we’re instituting to provide the Colorado Springs community with greater access to

the arts,” says FAC Director Erin Hannan. “Watch in the coming months for news on additional programs and offerings we’re creating to fulfill the vision outlined in this plan. It’s all about removing potential barriers to visitation and making sure we’re doing everything we can to create access to exceptional arts experiences for this great community.”

Colorado Springs Fine Arts Center at Colorado College

The story of the Colorado Springs Fine Arts Center at Colorado College (FAC) begins with the founding of the Broadmoor Art Academy by Julie and Spencer Penrose in 1919. During the Great Depression, three dedicated philanthropists – Julie Penrose, Alice Bemis Taylor, and Elizabeth Sage Hare – envisioned expanding the Broadmoor Art Academy into an entire arts district under one roof. The FAC changed its name, built a grand building, and opened as the Colorado Springs Fine Arts Center in 1936. In August 2016, the FAC announced an historic alliance with Colorado College and on July 1, 2017, became the Colorado Springs Fine Arts Center at Colorado College. The FAC is deeply rooted in the legacy of its founders, who possessed bold visions, a deep passion for the arts, and dedication to the Colorado Springs community. The FAC honors this legacy and spirit today by providing innovative, educational, and multidisciplinary arts experiences designed to elevate the individual spirit and inspire community vitality, building on its history as a unique cultural pillar of the Pikes Peak region. For more information, visit www.coloradocollege.edu/fac

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