

# The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 245-3200 Cable: Modernart

No. 94

FOR RELEASE:

Wednesday, October 9, 1968

Since The Museum of Modern Art inaugurated its new Student Membership program three months ago, some 800 students in colleges and universities throughout the country have given their support to the Museum and have begun to enjoy all the regular benefits of full Museum membership as well as many special Student Membership privileges. The annual Student Membership dues of \$12.50, half the cost of regular resident membership, include a free admission pass to the galleries and film showings, free Museum publications, invitations to special openings, and reduced subscription rates to numerous American and foreign magazines dealing with all the visual arts.

A special 50 percent discount, available only to Student Members, is offered on more than 45 Museum books and on color reproductions, and a 25 percent reduction on all other Museum publications, Christmas cards, color slides, and posters.

The new annual Student Membership can be purchased any time during the year at the Membership and Information Desk in the entrance lobby of the Museum or by mail. Students must show proof of college enrollment by presenting a photostat of a dated bursar's receipt or of a school identification card.

Additional membership privileges include use of the Art Lending Service, where paintings, sculpture, drawings, prints, and photographs can be rented or purchased; use of the Members Penthouse Restaurant, where lunch and tea are served daily; and regular mailings of the Members Newsletter, which keeps members informed of all Museum activities throughout the year.

Student Members will be admitted free to the Museum's four special student evenings on Fridays, October 25, November 8, November 22, and December 6, from 7:30 to 11:00 p.m. The series, open only to college and university students, will include special activities and events for which a \$4 subscription ticket will be sold to students who are not members.

The former Student Group Membership Plan in effect in colleges outside the

(more)

metropolitan area, in which thousands of students are enrolled, has been liberalized so that students can apply individually, instead of in groups. Out-of-town students currently enrolled in the Student Group Membership Plan will automatically receive information on the individual membership when their present memberships expire.

As The Museum of Modern Art receives no subsidy from the city, state, or federal government, it is entirely dependent on the support of its members, on the general public, and on gifts from foundations, friends, and patrons. Its 40,000 members live all over the world. Membership categories range in price from \$25 for people living in the metropolitan or suburban area and \$35 for a Family Membership to \$50 for Associate Members, \$100 for Fellow Members, \$250 for Supporting Members, \$500 for Sustaining Members, and \$1,000 for Patrons. Privileges vary according to category.

All members may purchase a second admission pass for husband or wife for \$2.50. Single admission to the Museum is \$1.50.

The Museum is open every day, except Christmas, from 11 a.m. to 6; Thursdays until 9 p.m.; and Sundays from noon to 6 p.m.

\*\*\*\*\*

Additional information available from Elizabeth Shaw, Director, Department of Public Information, and Linda Gordon, Coordinator of Public Services, The Museum of Modern Art, 11 West 53 Street, New York, N.Y. 10019. 245-3200.