

**H I G H**

HIGH MUSEUM OF ART ATLANTA

**FOR**

1280 PEACHTREE STREET, N.E. • ATLANTA, GEORGIA 30309

**IMMEDIATE RELEASE****HIGH MUSEUM OF ART TO LAUNCH  
REDUCED ADMISSION PRICE IN OCTOBER 2016***Shifting to a single price of \$14.50 for all visitors ages 6 and above*

**ATLANTA, Sept. 21, 2016** – Beginning Oct. 1, 2016, Atlanta’s High Museum of Art will introduce a reduced admission price, enabling all visitors ages 6 and above to enjoy the museum for the single price of \$14.50. Admission for children 5 and under will remain free.

The price change is part of the High’s ongoing commitment to making its collections, exhibitions and programs accessible to a broader public. The new admission fee will provide access to all galleries and temporary exhibitions, plus programs including weekly Toddler Thursdays, monthly First Fridays and Friday Jazz events, and weekend family tours, among others.

“As an organization committed to inclusivity, connectivity and continued growth, our new, reduced admission price supports all of these core goals. We hope it will play a role in encouraging the broadest possible public participation, allow us to reduce a potential barrier to access, and through this increased engagement, encourage more people to become part of the High family as members,” said Rand Suffolk, the Museum’s Nancy and Holcombe T. Green, Jr., director.

Previously, admission to the High cost \$19.50 for adults, \$16.50 for students and seniors, and \$12 for children ages 6-17. With the new price, students and seniors will save \$2 on each visit, and most families will also see a drop in the cost of a trip to the High.

“Combined with our Second Sundays program, we believe this new pricing strategy strikes a wonderful balance between simplicity and accessibility,” said Suffolk.

[Second Sundays](#), which are supported by endowment funds and a generous grant from the Lettie Pate Evans Foundation, offer free admission for all patrons and special family-friendly programming from 1 to 4 p.m. every second Sunday of the month.

Admission on Friday nights from 4 to 9 p.m. (previously half-off regular admission) will shift to the \$14.50 price for ages 6 and above. Student group admission will remain the same at \$7 per student. Membership price levels will also remain the same.

For more information and to purchase tickets, visit [www.high.org](http://www.high.org).

**NEW General Admission prices (effective Oct. 1, 2016):**

\$14.50 – Ages 6 and above

FREE – Ages 5 and under

**About the High Museum of Art**

The High is the leading art museum in the southeastern United States. With more than 15,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th- and 20th-century American art; a substantial collection of historical and contemporary decorative arts and design; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography, folk and self-taught art, and African art. The High is also dedicated to supporting and collecting works by Southern artists. Through its education department, the High offers programs and experiences that engage visitors with the world of art, the lives of artists and the creative process. For more information about the High, visit [high.org](http://high.org).

*The Lettie Pate Evans Foundation is an independent private foundation that invests primarily in education, arts and culture. The Lettie Pate Evans Foundation is part of the family of foundations that also includes the Robert W. Woodruff Foundation.*

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**DIGITAL IMAGES AVAILABLE UPON REQUEST**

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