

**THE MUSEUM OF MODERN ART WELCOMES ITS ONE MILLIONTH VISITOR TO TARGET FREE FRIDAY NIGHTS**

**New York, March 14, 2008**—With music, a festive procession, and giveaways, The Museum of Modern Art tonight celebrated receiving its one millionth visitor through the Target Free Friday Nights program. Inaugurated in November 2004, the weekly program offers free admission to the Museum for all from 4:00 to 8:00 p.m. every Friday, including exhibitions, film screenings, and The Abby Aldrich Rockefeller Sculpture Garden. An average of 6,000 guests visit MoMA on each Target Free Friday Night, helping to make the Museum one of New York’s favorite Friday night social scenes.

The festivities began outside on West 53 Street with a performance by The Hungry March Band, a 17-piece, community-based brass marching band that plays its own brand of New Orleans, Bollywood, Mingus, and NYC punk grooves. At 4:00 p.m., the Band led visitors in a procession into the Museum, where it continued to entertain in the lobby.

In the democratic spirit of Target Free Friday Nights, all of this evening’s visitors were celebrated as the “millionth.” Giveaways from Target and MoMA—including gift certificates and year-long MoMA memberships—took place throughout the evening for a variety of lucky “millionth visitors.”

“Sometime this evening, the one-millionth visitor stepped through our doors—but as far as we’re concerned, everyone here was the guest of honor,” said Glenn D. Lowry, Director of MoMA. “The Museum is grateful to Target for its generous sponsorship over the last three years. Target Free Friday Nights have become one of New York’s most lively social gatherings, bringing together New Yorkers and visitors from around the world.”

“We are thrilled to celebrate our continued partnership with MoMA by honoring not only the one-millionth visitor, but all visitors who have walked through the Museum doors as part of the Target Free Friday Nights program,” said Laysha Ward, vice president, community relations, Target. “At Target we strive to make the arts affordable and accessible to youth and families in the New York community and across the country, because we believe that the arts help foster an appreciation and understanding of various cultures and points of view.”

**About Target**

Minneapolis-based Target serves guests at 1,613 stores in 47 states nationwide by delivering today’s best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Since 1946, the corporation has invested five percent of its income in the communities it serves. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Target partners with nonprofit organizations, guests and team members to help meet community needs.

**No. 32**

**Press Contact:** Margaret Doyle, 212-408-6400, [margaret\\_doyle@moma.org](mailto:margaret_doyle@moma.org)

For high-resolution images, please visit our online press office Web site:

**[www.moma.org/press](http://www.moma.org/press)**