THE MUSEUM OF MODERN ART ANNOUNCES CHANGE IN ADMISSION PRICES

New York, July 28, 2011—The Museum of Modern Art announces changes to its admission pricing and structure that will take effect on September 1, 2011. The new prices are $25 for adults, $18 for senior citizens 65 and older, and $14 for students, with children 16 and under remaining free. Tickets ordered online at MoMA.org will be available at a reduced price of $22.50 for adults, $16 for senior citizens, and $12 for students, with no service charges.

Since the last increase in admission prices, in 2004, the Museum has faced escalating costs in virtually all aspects of operating the Museum. As a private, non-profit institution that does not seek government funding for general operations, MoMA depends to a significant extent on earned revenue. These carefully considered increases in admission prices will help ensure that the Museum is able to maintain financial stability and a balanced budget, which in turn will allow the Museum to continue providing outstanding exhibitions and programs to a diverse audience of some 2.8 million visitors per year.

MoMA will continue to offer free admission for all visitors during Target Free Friday Nights, every Friday from 4:00 to 8:00 p.m., and will also continue to participate in a wide array of discount programs for tourists. Admission is free for all MoMA members.

New admission prices for MoMA's film programs, which do not include Museum admission, are $12 for adults, $10 for senior citizens 65 and older, and $8 for students. Admission for children 16 and under will remain free.

Press Contact: Margaret Doyle, 212-408-6400 or margaret_doyle@moma.org
Department of Communications, 212-708-9431 or pressoffice@moma.org