**Berkshire Museum Press Release**

For Immediate Release: September 21, 2015

Media contact: Lesley Ann Beck, Director of Communications
413.443.7171 ext. 320; lbeck@berkshiremuseum.org

IMLS Press Contact: Giuliana Bullard, 202-653-4799, gbullard@imls.gov
ACM Press Contact: Jessica Hubbard, 702-224-3100 x102, Jessica.Hubbard@ChildrensMuseums.org

**Berkshire Museum Announces Access Program for Low-income Families**

*Museums for All* to increase accessibility of high-quality museum learning resources

[PITTSFIELD, MA] — The Berkshire Museum has joined Museums for All, a signature access program of the Association of Children’s Museums (ACM) and the Institute of Museum and Library Services (IMLS) to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits. The program will enable low-income families (two adults and two children) to visit the Berkshire Museum free with the presentation of an Electronic Benefits Transfer (EBT) card. Families can also visit any participating museum year-round for a minimal fee. Museums for All is part of the Berkshire Museum’s broad commitment to seek, include, and welcome all.

Berkshire Museum’s participation in this program is proudly funded by TD Charitable Foundation.

The Museums for All initiative represents a long stride toward the goal of reaching more children and parents, especially those living in poverty, with the valuable learning resources of museums. Museums, with their unique focus on bringing children, families, and communities together, are committed to providing access to all. Each year,
children’s museums host more than 31 million visitors. The Museums for All initiative will allow family friendly museums to further expand their reach and impact.

**About the Institute of Museum and Library Services**
The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. Their mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Their grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow them on Facebook and Twitter.

**About Association of Children’s Museums (ACM)**
In an increasingly complex world, children’s museums provide a place where all kids can learn through play and exploration with the caring adults in their lives. There are approximately 400 children’s museums around the world, which annually reach more than thirty-one million visitors. ACM provides leadership, professional development, advocacy and resources for its member organizations and individuals. To learn more about ACM and to find an ACM-member children's museum near you, visit www.ChildrensMuseums.org

**About the Berkshire Museum**
Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. For more information, visit www.berkshiremuseum.org or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.

Established by Zenas Crane in 1903, Berkshire Museum integrates art, history, and natural science in a wide range of programs and exhibitions that inspire educational
connections between the disciplines. Spark!Lab, Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.