

NEWS

from the Worcester Art Museum

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IMMEDIATE RELEASE

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ARE YOU READY TO BE GREEN?

NEW GREEN MEMBERSHIPS AT THE WORCESTER ART MUSEUM

(WORCESTER, Mass., June 19, 2008) – This Friday, June 20 (the Summer Solstice), the Worcester Art Museum will launch eco-friendly **GREEN MEMBERSHIPS**.

WAM Director James A. Welu says, "WAM has long been a pioneering institution. It has been at the forefront of collecting, exhibiting, conserving and educating. Our **Green** Memberships are an extension of our educational mission, demonstrating ways of carrying on operations while helping to protect the environment."

Honee A. Hess, WAM Director of Education, initiated WAM's **Green** Membership movement. "'Contrary to what Kermit the frog says, it's easier to be **green** than you think! We started by using recyclable materials in our studios, then creating a museum-wide recycling program, then experimenting with organic garden care, now **green** memberships. You just need to begin."

What is a **Green Membership?**

A **Green** Membership is a commitment from WAM Members and prospective Members to support the Museum and **Green** Initiatives at the Museum. Choosing **Green** will drastically reduce the amount of printed materials that WAM **Green** Members receive from the Museum. Instead, WAM will e-mail exhibition announcements, event invitations, the *Museum Calendar* and Membership renewals. **Green** Memberships will be available on June 20, and **Green** Members will stop receiving printed materials as of September 1, 2008.

How much does a **Green** Membership cost?

Add \$10 (or choose to give more) to any current Membership level.

General **Green** Memberships (fully tax deductible)

- Individual – 1 year \$65; 2 years \$120
- Household – 1 year \$75; 2 years \$140
- Young Friend Individual – 1 year \$55; 2 years \$100
- Young Friend Household – 1 year \$65; 2 years \$120
- Senior Green, fulltime students and institutional members enjoy \$10 off

Contributing **Green** Memberships (a portion is tax deductible)

- Friend \$200+ \$10 minimum contribution to Green Initiatives
- Sponsor \$300+ \$10 minimum contribution to Green Initiatives
- Fellow \$600+ \$10 minimum contribution to Green Initiatives
- Stephen Salisbury Society \$1250+ a \$10 minimum contribution to Green Initiatives
- Corporate Memberships call 508.799.4406 x3124 for more details

Why is a **Green** Membership more expensive?

The additional \$10 or more donation to the Museum is seed money for the Museum to move forward with current **Green** Initiatives and to help the Museum launch new **Green** Initiatives in the future. Many **Green** Initiatives, while eco-friendly, can be more expensive than traditional, less-environmentally conscious options.

What are current **Green** Initiatives at WAM?

Eco-friendly art practices in the Higgins Education Wing

- The use of recycled materials in art making
- Teaching non-toxic printmaking methods
- The ban on aerosol products in the studios (spray-paint, etc.).

Museum-wide Recycling (on-going)

- Paper, cardboard, bottles and cans

Graphic Design

- Publications and collateral materials are currently printed on recycled paper using soy-based inks whenever possible
- The Museum is working towards all printed materials carrying the FSC (Forest Stewardship Council) certification—the world’s highest standard of eco-friendly printing. Currently the new Museum Calendar and many Gallery Guides are FSC certified.

Stoddard Garden Court

- Experimentation with the use of non-toxic garden care products and methodologies.

What are future **Green** Initiatives at WAM?

- Experimentation with ecologically-friendly architecture and energy efficiencies.
- The use of technology and the Museum website to not only reduce our carbon footprint on the environment but to enhance the Visitor Experience.
- The possibilities are endless!

What about WAM's traditional Memberships?

WAM will continue to offer traditional Memberships. **Green** Memberships are an additional choice for WAM constituents.

Why is WAM using a fingerprint instead of a footprint logo to signify a commitment to reduce our mark on the environment?

WAM is a visual institution. Our mission is rooted and inspired by artworks created by the artist's hand.

How do I get a **Green Membership?**

Visit www.worcesterart.org beginning June 20 and follow the **Green** Fingerprint to register or re-new electronically. Or, come in to the Museum beginning June 20 to register in person wherever you see the **Green** Fingerprint.

About the Worcester Art Museum

The Worcester Art Museum, which opened to the public in 1898, is world-renowned for its 35,000-piece collection of paintings, sculpture, decorative arts, photography, prints, drawings and new media. The works span 5,000 years of art and culture. View paintings by Cassatt, Gauguin, Goya, Monet, Sargent and Whistler; admire floor mosaics from the ancient city of Antioch; see cutting-edge contemporary art; and discover the Museum's many other treasures. Special exhibitions showcase the masterworks, seldom-seen gems, and important works on loan. Enjoy a delectable lunch in the Museum Café, and browse the Shop for unique gifts and mementos.

Dedicated to the promotion of art and art education, the Museum offers a year-round studio art and art appreciation program that enrolls over 7,000 adult and youth students each year. Public tours are offered Saturdays at 11 a.m. and Sundays at 1 p.m., September through May. Audio tours are also available in English and Spanish.

Museum hours are Wednesday through Sunday, 11am-5pm, Third Thursdays of every month, 11am-8pm, and Saturday, 10am-5pm. Admission is \$10 for adults, \$8 for seniors and full-time college students with current ID, and FREE for Members and all youth 17 and under. Admission is also FREE for everyone on Saturday mornings, 10am-noon (sponsored by Fidelity Investments, The TJX Companies, Inc. and National Grid).

The Museum is located at 55 Salisbury St., Worcester, Mass., easily accessible from the Massachusetts Turnpike (I-90), Route 290 and Route 9. Free parking is available near entrances on Salisbury, Lancaster and Tuckerman streets. For more information, call (508) 799-4406 or visit the Museum web site at www.worcesterart.org.

Electronic images available.

Editors: Why typeset when you can copy and paste from the web?

Find this release online at <http://www.worcesterart.org/Information/press.html>

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