

METRO News Release

For immediate release

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METRO and arts venues team-up for new guide, great deals

Arts organizations celebrate with admission discounts

PHOENIX—METRO and 39 Valley arts and culture venues are marking National Arts and Humanities Month with a new light rail destination guide and some great deals on fall arts events for the whole family.

METRO Board Chair and Phoenix Vice Mayor Tom Simplot joined Mayors Hugh Hallman and Scott Smith at the Roosevelt and Central Avenue light rail station today to unveil the new Arts and Culture Ride Guide. The three were flanked by a group of costumed performers, including a ballerina, Shakespearean actress and a dinosaur wrangler.

“The guide makes it easy to take advantage of the many incredible arts opportunities on the line,” Simplot said, “and supporting the arts is good for the city. More than six million people visit Phoenix arts venues each year, producing millions of dollars in tax revenues and benefiting nearby businesses.”

Tempe Mayor Hugh Hallman, a member of the METRO board, noted that arts and culture organizations are important economic drivers in the East Valley, too.

“These organizations and their patrons generate more than \$82 million a year in the East Valley alone,” he said, “and support more than 1,700 jobs in restaurants, hotels and other related businesses.”

Mesa Mayor Scott Smith encouraged Valley residents to take advantage of discounts being offered by many of the venues.

“Taking your kids to the museum and to live performances are the kinds of family experiences that make great memories,” he said. “And riding the train there is half the fun.”

Eleven venues on the METRO line are celebrating the release of the guide by offering reduced admission to transit riders. A listing of special offers and a downloadable version of the Arts and Culture Ride Guide are available online at www.MetroLightRail.org. The printed guide is available at visitor centers, arts venues and hotels along the light rail line.

The 33-page full-color METRO Arts and Culture Ride Guide features photos, descriptions and contact information for each venue on the line in Phoenix, Tempe and Mesa, along with station maps and bus connections. Getting to great

entertainment is as easy as (1) choosing the venue, (2) using the guide to find the nearest light rail station and (3) buying a transit pass.

An all-day transit pass is only \$3.50 for adults, half-price for children 6 to 18, and free for kids five and under. Passes are available at vending machines located at all light rail stations.

Discounts offered by arts and culture venues on the METRO line

Arizona Historical Society Museum at Papago Park

Show your METRO pass and receive half-price admission through December 2009.

Arizona Museum of Natural History

Show your METRO pass and get 2-for-1 admission through December 31, 2009. Pay for an admission and receive an admission of equal or lesser value free. Valid for up to four admissions. Cannot be combined with other discount offers. Not valid during special events.

Arizona Museum for Youth

Show your METRO pass at AMY through the end of October 2009 and receive \$1.50 off each purchased admission. Other restrictions may apply.

Children's Museum of Phoenix

Show your transit pass and you and your guests will receive \$1 off the regular admission price of \$9. Offer expires December 11, 2009. Offer is not valid for group visits. Cannot be used in conjunction with other offers. Excludes special events.

Heard Museum

Show your transit pass and get 2-for-1 admission through November 30, 2009. Pay for an adult or senior admission and receive an admission of equal or lesser value free. Valid for up to four admissions. Cannot be combined with other discount offers. Not valid during special events.

Irish Cultural Center

Show your transit pass and receive \$1 off admission to any event in November and December 2009.

Japanese Friendship Garden of Phoenix

Show a valid transit pass and get two-for-one admission through November 2009.

MADCAP Theatres

Get \$1 off admission to MADCAP Theaters when you show your METRO pass through the month of November.

Mesa Arts Center

Show your transit pass for discounted tickets to any Performing Live show in November 2009. The lineup includes William Joseph, Jo Dee Messina, Playing for Change Band and Church Basement Ladies with William Christopher.

Mesa Contemporary Arts

Buy one entrance and get the second entrance free through December 2009.

Rosson House Museum

Show your transit pass and receive \$1 off the regular admission price through November 2009.

About METRO

METRO is the nonprofit, public corporation responsible for operation of the 20-mile light rail system in metro Phoenix, and for design, construction and future operation of 37 miles of possible extensions. Since opening in December 2008, METRO ridership has exceeded projections by more than 33 percent. September average weekday ridership was 53% above projections. www.MetroLightRail.org

About the economic impact of the arts

- Nonprofit arts and culture organizations generate \$361 million in economic activity in Phoenix and \$82 million in the East Valley.
- Total attendance at Valley arts venues is more than 7.3 million annually
- Arts organizations and their patrons generate more than \$48 million in local and state tax revenues each year.