

**From the Office of
Councillor Paul Ainslie
Ward 43 – Scarborough East**

Toronto Public Library Expands Museum + Arts Pass

Friday February 20, 2009- Yesterday at the Art Gallery of Ontario, the Toronto Public Library announced the expansion of its Sun Life Financial Museum + Arts Pass program (MAP). MAP, which began as a limited pilot funded by Sun Life Financial in July, 2007, will now be offering free passes to some of the City's greatest arts and cultural institutions in all 99 of the Library's branches.

"I've heard nothing but compliments from my residents who have used the pass since 2007" said City Councillor Paul Ainslie, a Toronto Public Library Board Director. "In the Kingston Rd/Galloway Rd area of my Ward, it has provided underprivileged children, and low-income families exposure to cultural institutions they wouldn't otherwise see."

As of March 7th, the Sun Life Museum + Arts Pass will be available at any Toronto Public Library branch using a valid library card, much the same way someone might borrow a book or DVD from the collection. The pass provides full admission to a family of up to two adults and five children to attractions such as the Art Gallery of Ontario (AGO), the Gardiner Museum of Ceramics, the Bata Shoe Museum, Black Creek Pioneer Village, the Textile Museum of Canada, the Toronto Historic Museum, and the Museum of Inuit Art.

32 branches, including several in priority neighbourhoods in the downtown core will offer passes which provide access to the Royal Ontario Museum, the Ontario Science Centre, and Casa Loma. A complete list can be found on the Library's website at www.torontopubliclibrary.ca/museumpass for a complete list.

"This program wouldn't have been possible without the support of the Toronto Public Library Foundation." continued Councillor Ainslie "The Foundation strives to find businesses such as Sun Life Financial, which understand the cultural significance of what the Toronto Public Library has to offer to all of the City's residents."

Last year 21,000 passes were lent out, benefiting close to 60,000 residents. With the expansion of the program on March 7th, there is a potential to see close to 200,000 passes distributed, being used by close to 500,000 people.

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For more information:
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