



FOR IMMEDIATE RELEASE: 7 MAY 2013

**The Power Plant sets a new precedent with the continuation of the ALL YEAR, ALL FREE program, offering FREE gallery admission for three consecutive years beginning June 2013**

The Power Plant is pleased to announce the continuation of the ALL YEAR, ALL FREE program due to the generous support of **BMO Financial Group**. BMO has been a committed supporter of The Power Plant for more than a decade. Partnering with BMO in a brand new way this year, the gallery is able to drop all admission fees for the next three years, commencing 22 June 2013.

As the leading contemporary art gallery in Canada, The Power Plant will launch many enhanced public programs and special new projects in the years to come. Providing as many people as possible with access to these programs and events remains the gallery's top priority. The initiative leading these efforts is a renewed partnership with BMO Financial Group, whose support of the ALL YEAR, ALL FREE initiative is vital to expanding and diversifying audiences by eliminating the cost of admission to its exhibition program.

Director Gaëtane Verna remarks: "BMO Financial Group is a natural partner for the gallery's ALL YEAR, ALL FREE program. The Power Plant and BMO champion the arts as crucial to the growth and development of a healthy, local community. This generous three-year commitment sets a new precedent in our history, and with BMO's help, we are keeping our doors open and accessible to a larger audience for several years to come, providing us with long-term assurance that we can contribute in a significant way to the public engagement with the most thought-provoking, diverse Canadian and international contemporary art. BMO is an outstanding cultural partner."

The gallery is indebted to the BMO Financial Group for making this program possible for the next three years. Since 2005, The Power Plant has been able to open its doors free of charge during the summer months, making the gallery more accessible to thousands of lakefront residents and tourists. The gallery instituted the ALL YEAR, ALL FREE program in celebration of its 25<sup>th</sup> anniversary. The expansion of the program reconnected the gallery with its history, when it opened free of charge to the public in 1987. As a result,

**The Power Plant  
Contemporary Art Gallery**

© Harbourfront centre

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[thepowerplant.org](http://thepowerplant.org)

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The Power Plant enjoys increasing numbers of people through its doors and 77% of those who visit are first-time visitors. Thanks to BMO, the gallery is now positioned to build on this success and open its doors to many more people.

"BMO is proud to continue our support for The Power Plant with ALL YEAR, ALL FREE. Together, we will be able to increase access to and appreciation of arts and culture, and to help build a vibrant contemporary visual arts community here in Toronto," said Nada Ristich, Director of Corporate Donations for BMO Financial Group. "BMO has a long history of investing in the well-being of the neighbourhoods, cities and regions we serve and we believe a strong and vital cultural life is part of a truly healthy community."

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### About BMO Financial Group

For more than 195 years, BMO Financial Group has believed in community reinvestment and corporate and social responsibility in the communities it serves. In 2012, BMO contributed more than \$87.6 million in donations, sponsorships and events in Canada and the United States to groups, organizations and programs that help build and sustain resilient, vital and healthy communities.

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For more information on exhibitions and all public programs at The Power Plant, please visit [thepowerplant.org](http://thepowerplant.org) or call +1.416.973.4949

**The Power Plant Contemporary Art Gallery at Harbourfront Centre  
231 Queens Quay West, Toronto**

**Admission:**  
ALL YEAR, ALL FREE

**Gallery Hours:**  
Tuesday to Sunday 10 AM - 5 PM  
Thursday 10 AM - 8 PM  
Open holiday Mondays

-30-

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