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**The Power Plant announces ALL YEAR, ALL FREE, offering FREE gallery admission for one year beginning March 2012**

The Power Plant is pleased to announce the launch of the ALL YEAR, ALL FREE program in celebration of its 25<sup>th</sup> anniversary year. Due to the generous support of The Hal Jackman Foundation, the gallery will drop all admission fees for one full year commencing 23 March, 2012.

The launch of this new initiative is timed to celebrate the 25<sup>th</sup> Anniversary of The Power Plant, an occasion to encourage increased public access to the gallery, mark its achievements, celebrate its past successes, and build an exciting future. As the leading contemporary art gallery in Canada, The Power Plant will launch a year's worth of enhanced public programs and special projects. Acting Director Christy Thompson remarks: "The Power Plant champions the arts as crucial to the growth and development of a local community and we are proud to celebrate our 25<sup>th</sup> year by keeping our doors open and accessible not only to the arts community, but to a larger audience. Simply put, we could not have done this without the support of The Hal Jackman Foundation - they are an exceptional cultural partner."

The gallery is indebted to The Hal Jackman Foundation for making this year-long program possible. Since 2005, the generosity of the Foundation has enabled The Power Plant to open its doors free of charge during the summer, making the gallery more accessible to thousands of lakefront visitors and tourists. The summer program has been overwhelmingly successful, enjoying an increase in attendance numbers by more than 400%, and reporting 77% of those attendees as first-time visitors. This initiative was introduced to expand and diversify audiences while exposing them to the most dynamic and challenging art being produced today. Thompson recounts: "The goal of the program was and continues to be consistent with The Power Plant's strategic vision; by eliminating the cost of admission, the gallery can build audiences while increasing the local public's engagement with contemporary art."

Executive Director Victoria Jackman speaks to The Hal Jackman Foundation's support of the ALL YEAR, ALL FREE program: "One of the key goals of the Foundation is to increase access to and appreciation of arts and culture. We see ALL YEAR, ALL FREE at The Power Plant as one of the important ways to

The Power Plant  
Contemporary Art Gallery

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thepowerplant.org

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help build a vibrant contemporary visual arts community here in Toronto. After five successful years of providing free admission every summer, we have strengthened our commitment to the program and to the gallery."

The Hal Jackman Foundation has been a generous supporter of the program since its inception. Thompson continues: "The Hal Jackman Foundation is crucial to the success of this program. Their financial support helps us to cover admission sales and related costs for the gallery. In the end, the positive outreach of this program will be far reaching; for that, we are extremely grateful."

The 2012/2013 season at the gallery will be extraordinary with ground-breaking projects. Not only will The Power Plant attract new audiences, but the gallery will acknowledge all current Members and supporters with additional benefits in the coming year as both a mark of appreciation for their ongoing support and as a way to offer more to those who value contemporary art. Anniversary celebrations and programming will weave together significant threads of The Power Plant's illustrious past with exciting projects of our time and potential articulations of our future.

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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:**

\$6 Adults

\$4 Students/Seniors

BMO FREE Wednesday Evenings 5 - 8 PM

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**Gallery Hours:**

Tuesday to Sunday 12 - 6 PM

Wednesday 12 - 8 PM

The gallery will be closed on 25 & 26 December and 1 & 2 January for the holidays. Please note the gallery will close at 3 PM on 24 & 31 December.

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