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**Grand Rapids Art Museum to Join Association of Art Museum Directors Celebration of International Museum Day on May 18, 2010**

*GRAM Offers Free Admission All Day as Part of Celebration*

**GRAND RAPIDS, Mich., April 23, 2010** – The Grand Rapids Art Museum (GRAM), a leading cultural destination, announced today that it will offer free admission on May 18, 2010 as part of the Association of Art Museum Directors' (AAMD) celebration of International Museum Day. Participation by AAMD member museums will focus attention on the important roles that art museums serve in their communities, further showcase their remarkable collections, and increase opportunities for audiences to engage with the many educational programs art museums offer.

The Grand Rapids Art Museum will be free of charge from 10:00 am to 5:00 pm on Tuesday, May 18. Family Activity Guides are available at the Visitor Services Desk and children receive a prize upon completion. smART guides and interactive gallery labels are also available and encourage the visitor to look and think about the art in different ways.

AAMD member museums—located across the United States, Canada and Mexico—include smaller regional museums as well as large international institutions. International Museum Day is organized annually around the world by the International Council of Museums (ICOM).

“We believe that art museums are crucial to our understanding of world history and cultures, and provide a unique and irreplaceable public service,” said Michael Conforti, president of AAMD and director of the Sterling and Francine Clark Art Institute in Williamstown, MA. “AAMD is committed to exploring new ways to underscore the value of the visual arts in civic society, and we are excited that the Grand Rapids Art Museum is joining with us and the global community of museums to focus on this message of public service.”

A comprehensive list of participating AAMD member art museums will be available in the newsroom of the AAMD website (<http://www.aamd.org/newsroom/>). More information about ICOM's International Museum Day can be found here: <http://icom.museum/imd.html>

**About the Grand Rapids Art Museum**

The Grand Rapids Art Museum (GRAM) celebrates 100 years of art, legacy and vision with its Centennial Year in 2010. The mission of the Grand Rapids Art Museum is to provide a gathering place where people of all ages and backgrounds can enrich their lives through interaction with works of art in a thought-provoking and creative way. Established in the heart of downtown Grand Rapids, the new art museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19<sup>th</sup> and 20<sup>th</sup> century painting and sculpture and over 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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