



Made Possible by Scott Reiman
and KAISER PERMANENTE



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FREE for KIDS launches today at the Denver Art Museum **Scott Reiman & Kaiser Permanente Colorado underwrite FREE youth and school visits**

(Denver) – March 25, 2015 – The Denver Art Museum (DAM) announced today that it will offer free general admission to all youth ages 18 and under for the next five years, thanks to a five-year gift from Scott Reiman and the Reiman Foundation. A one-year grant from Kaiser Permanente Colorado also will support the Free for Kids program. The Free for Kids program begins today, and will continue through spring 2020, with the goal of securing ongoing support for the program.

Free for Kids at the Denver Art Museum will fund general admission to all children, including school tours and other youth group visits. This incredible access opportunity also will seed a new transportation fund, providing bus funding assistance for Title I schools. Free for Kids funded admission gifts also enable the museum to cap youth pricing for all special ticketed exhibitions at \$5 for the next five years.



Elaine de Kooning, *Bullfight*, 1959. Oil on canvas; 77-5/8 x 131-1/4 x 1-1/8 in.
Vance H. Kirkland Acquisition Fund. Courtesy Mark Borghi Fine Art, New York, NY.

“With this generous underwriting of youth admission from Scott Reiman and Kaiser Permanente Colorado, we can further lower barriers to entry and welcome all children to experience our art collections and creative educational programming,” said Christoph Heinrich, the Frederick and Jan Mayer Director of the DAM. “Young people who frequently encounter the arts experience greater quality of life, and we’re delighted that these generous donors share our goal to bring the arts to all youth in our community. Our citizens have repeatedly chosen to invest in arts and cultural access by voting in favor of the Scientific and Cultural Facilities District (SCFD), and we hope that Free for Kids adds additional value to this long-term investment in the community.”

Scott Reiman is a longtime Denver Art Museum trustee and donor, as well as the founder of Denver-based private equity firm Hexagon and president of Hexagon’s nonprofit Reiman Foundation. Additionally, Reiman serves as a trustee for the University of Denver, and is a board member for Graland Country Day School, ACE Scholarships and the Rocky Mountain Public Broadcasting Network.

“Denver’s arts and cultural facilities create tremendous opportunities for our kids,” said Scott Reiman. “The Denver Art Museum already does an outstanding job of welcoming families. Now we want to make sure every child has access to the creative experiences the museum has to offer.”



Scott Reiman, supporter of the five-year DAM Free for Kids program, talks with museum director Christoph Heinrich. Photo by James Chance, Chance Multimedia.

In 2014, the City of Denver conducted research on arts and culture and the community for its Imagine 2020 cultural plan. In response to phone and online surveys, the community indicated the cost of attendance as one of the top three barriers to visiting arts and cultural facilities. "This program is in response to what we saw in our community," said J. Landis Martin, Chairman of the Denver Art Museum Board of Trustees. "We are so grateful to present Free for Kids, and invite all families to bring their children to the DAM for a fun and creative experience again and again."

"Scott Reiman's gift is extremely generous both to the museum and the entire community," added Frederic C. Hamilton, Chairman Emeritus of the Denver Art Museum. "He has opened the door to provide free access to the museum for youth 18

and under, which is so important to the young people and our entire community in the future."

For 30 years, Kaiser Permanente has provided health education programming to Colorado youth in schools and community settings, integrating the unique power of the arts through theatre, interactive workshops and creative projects. Kaiser Permanente's support for the Denver Art Museum's Free for Kids program will expand access for young people and their families in higher-need neighborhoods in Colorado.

"Kaiser Permanente seeks to improve the health of our communities where people live, work and play," said Jandel Allen-Davis, MD, Vice President of Government, External Relations and Research for Kaiser Permanente Colorado. "Research has shown that exposure to the arts promotes positive educational outcomes and helps to build self-esteem, which is so critical for a child's healthy development."

"Colorado communities are fortunate to again be the recipient of the generosity of Scott Reiman and Kaiser Permanente Colorado," said Colorado Governor John W. Hickenlooper. "Their support of the Denver Art Museum's Free for Kids program has the transformative power to reshape how families from all walks of life access this world-class cultural institution."

"From museums and libraries to pools and rec centers, Denver is giving our kids the keys to the city so they can have healthy options to explore and learn," said Denver Mayor Michael B. Hancock. "Today's announcement is a phenomenal step toward the shared goal of opening new doors for every child by providing free access to great amenities, like the Denver Art Museum. Denver thanks the Museum and Scott Reiman for stepping up for our children and Kaiser Permanente Colorado for continuing to be such an outstanding city partner."

Family fun at DAM

The Denver Art Museum is renowned for its child-centric educational programming that includes hands-on activities in multi-generational spaces and integrated throughout the art galleries. The DAM has been named one of the most family friendly museums by *USA Today*.

Families who come to the DAM are presented with a Fun Things for Families to Do Today brochure in English or Spanish, which outlines all the activities for kids throughout the museum. The Family Activity Cart, included with admission, during weekends and school breaks, offers bilingual backpacks and Art Tubes filled with art-focused activities to for kids of all ages. The Just for Fun Center in Duncan Pavilion and Kids Corner spaces are filled with child-centric, creative activities that reference the museum's collections, including costumes, memory games, architectural blocks, art making and more. Create Playdates and Fox Tale Sundays are programs designed for young children that include performances and special tours. Visit <http://denverartmuseum.org/see-do-dam/kids-families> for a full list of creative, family-centric opportunities at the DAM.

How Free for Kids works

For family visits, come to the Denver Art Museum welcome desk, and all members of your party ages 18 and under will receive a general admission ticket to the museum, paid for by our generous donors. For additional details on Free for Kids at the Denver Art Museum, visit www.denverartmuseum.org/freeforkids.

Advance reservations are required for school groups wishing to take advantage of free visits to the museum. Book school visits through our Group Services Department by calling 720-913-0088. Visit www.denverartmuseum.org/freeforkids for details on specific tours and programs for students, as well as for additional information on how to apply for bus underwriting through this program. #FREEfunatDAM

Media Resources

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About Denver Art Museum

The Denver Art Museum is an educational, non-profit resource that sparks creative thinking and expression through transformative experiences with art. Its holdings reflect the city and region—and provide invaluable ways for the community to learn about cultures from around the world. Denver metro citizens support the Scientific and Cultural Facilities District (SCFD), a unique funding source serving hundreds of metro Denver arts, culture and scientific organizations. For museum information, call 720-865-5000 or visit www.denverartmuseum.org.

About Kaiser Permanente Colorado

Kaiser Permanente Colorado is the state's largest nonprofit health plan, proudly working to improve the lives and health of Colorado residents for more than 45 years. Kaiser Permanente Colorado provides comprehensive health care services to 625,000 members through 29 medical offices and a network of affiliated hospitals and physicians. In 2014, Kaiser Permanente proudly directed \$100 million to community benefit programs to improve the health of all Coloradans. For more Kaiser Permanente news, visit kp.org/share or follow us on Twitter [@kpcolorado](https://twitter.com/kpcolorado) or facebook.com/kpcolorado.

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