

# MUSEUM HEADER

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## **The Flint Institute of Arts Joins Bank of America *Museums on Us*® Program**

***The program offers free museum access to bank cardholders at the Flint Institute of Arts and 150 other museums across the U.S. on the first full weekend of each month***

FLINT, MI – The Flint Institute of Arts announced today its participation in the Bank of America *Museums on Us*® program, which provides Bank of America and Merrill Lynch cardholders free general admission to 150 of the nation’s finest arts, cultural, and educational institutions during the first full weekend of every month.

To qualify for the *Museums on Us* program, Bank of America/Merrill Lynch customers simply present their credit or debit card and a valid photo ID to gain free general admission\* to any participating institution.

“Quote ...,” said Museum Director, John B. Henry. “We are delighted to join Bank of America in this exciting program to reach a larger population and welcome them to see *Promises of Freedom: Selections from the Arthur Primas Collection*, opening February 27, 2011.”

**Add Museum specific information**

The *Museums on Us* program, now in its 14<sup>th</sup> season, has experienced major growth in recent years due to increased demand, bringing the total geographic reach to 85 cities in 29 states.

“We are proud to partner with the Flint Institute of Arts to enable residents and visitors to take part in exploring culture,” said Kieth Cockrell, Bank of America. “By continuing to support and expand our *Museums on Us* program, we offer our customers access to diverse arts and cultural resources and help our non-profit partners increase their audiences.”

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For a complete listing of *Museums on Us* participating museums and other program information, visit [www.bankofamerica.com/museums](http://www.bankofamerica.com/museums).

\*MOU is not valid for special exhibitions, fundraising events or ticketed shows. Not to be combined with any other discounts or offers. Free admission does not guarantee reservation. Offer valid the first full weekend of each month through December 3 and 4, 2011.

## **BANK OF AMERICA AND THE ARTS**

As one of the world's largest financial institutions and a major supporter of arts and culture, Bank of America has a vested interest and plays a meaningful role in the international dialogue on cultural understanding. As a global company, Bank of America demonstrates its commitment to the arts by supporting such efforts as after-school arts programs, grants to help expand libraries, programs to conserve artistic heritage as well as a campaign to encourage museum attendance. Bank of America offers customers free access to more than 150 of the nation's finest cultural institutions through its acclaimed *Museums on Us*® program, while *Art in our Communities*® shares exhibits from the company's corporate collection with communities across the globe through local museum partners. The Bank of America Charitable Foundation also provides philanthropic support to museums, theaters and other arts-related nonprofits to expand their services and offerings to schools and communities. Bank of America partners with more than six thousand arts institutions worldwide

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