

Toronto Zoo Joins Sun Life Financial Museum + Arts Pass Program

Toronto Public Library now offers free access to 18 cultural attractions

Toronto (Tuesday, March 23, 2010) – The Toronto Zoo joined Toronto Public Library’s Sun Life Financial Museum + Arts Pass (MAP) program today and will begin offering five passes per week at 32 library branches this coming weekend. The pass grants a free family pass for two adults and two children to the Zoo, and can be borrowed from Toronto Public Library using a valid, adult library card, much the way someone might borrow a book or DVD from the collection. For a listing of the 32 branches that will offer Toronto Zoo passes, visit torontopubliclibrary.ca/museumpass.

“We welcome the Toronto Zoo to this partnership that significantly expands access to some of the city’s greatest museums, art galleries and attractions. This is a great way to connect people to all the wonders the Zoo has to offer,” said Matthew Church, Chair, Toronto Public Library Board. “We thank the Toronto Zoo for its enthusiasm and commitment to the Sun Life Financial Museum + Arts Pass.”

The Sun Life Financial Museum + Arts Pass provides full admission to families of two adults and up to five children (admission restrictions vary by venue) to the Art Gallery of Ontario, Bata Shoe Museum, Black Creek Pioneer Village, Casa Loma, City of Toronto Historic Museums (comprising eight museums, houses, and historic sites), Gardiner Museum, Museum of Inuit Art, Ontario Science Centre, Royal Ontario Museum, the Textile Museum of Canada, and now, the Toronto Zoo.

"This is a tremendous opportunity for the Toronto Zoo and the Toronto Public Library," City Councillor Paul Ainslie said. "It gives many children a chance to visit another beautiful attraction in Toronto that they might not otherwise have an opportunity to experience." Toronto Zoo Board of Management Vice-Chair Joe Torzsok agreed. "Joining the MAP program helps us to improve accessibility in the communities where it matters the most," he said.

Since its inception in 2007, the Sun Life Financial Museum + Arts Pass program has become tremendously popular. There has been great demand for passes across the city, with nearly 10,000 passes borrowed every month. Several program partners offer passes at all 99 Toronto Public Library branches. Full borrowing rules are listed at torontopubliclibrary.ca/museumpass.

Sun Life Financial generously sponsors this program, continuing its long-standing commitment to making the arts accessible to all.

Toronto Public Library is the world's busiest urban public library system. Every year, more than 17.5 million people visit our 99 branches and borrow more than 31 million items. To learn more about Toronto Public Library, visit our website at torontopubliclibrary.ca or call Answerline at 416-393-7131.

Media Contact:

Michelle Chau, Communications Officer
416-397-5936

mchau@torontopubliclibrary.ca