



News from the Office of
Adam J. Bello
Monroe County Executive



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MONROE COUNTY EXECUTIVE ADAM BELLO PROPOSES \$1 ADMISSION COST TO SENECA PARK ZOO FOR INCOME-ELIGIBLE FAMILIES

Proposal would make Rochester a “Museums for All” Hub City

ROCHESTER, NY —Monroe County Executive Adam Bello today submitted legislation to reduce admission costs to \$1 for income-eligible families as part of the national program, Museums for All®. If approved by the Monroe County Legislature at the June 14, 2022 meeting, the Zoo will join George Eastman House Museum and the Rochester Museum & Science Center as local participants in the program. Seneca Park Zoo will be the first zoo in New York State to be included in the Museums for All program. The addition of the zoo gives Rochester the designation as a Museums for All “Hub City,” demonstrating the county’s commitment to make cultural institutions available to all residents.

*“Finances should never be a barrier to our residents’ ability to enjoy the rich cultural institutions our county has to offer,” said **Monroe County Executive Adam Bello**. “Seneca Park Zoo’s participation in the Museums for All program ensures the educational and recreational benefits offered by our world-class zoo are accessible to all; regardless of income. Providing this benefit to individuals and families with lower incomes fosters a more inclusive Monroe County and is the right thing to do.”*

Museums for All® is a nationally coordinated financial accessibility program. The organization determines participants based on their eligibility for the Supplemental Nutrition Assistance Program (SNAP). Since the launch of the initiative in 2014, Museums for All® provided affordable access for more than 3.5 million visitors nationwide — at more than 800 museums of all varieties, representing all 50 states, the District of Columbia, and the U.S. Virgin Islands.

"Removing barriers to experiencing the Zoo is crucial to our mission to inspire everyone in our community to connect with, care for, and conserve wildlife and wild places," said **Pamela Reed Sanchez, President and CEO of the Seneca Park Zoo Society**. "The Zoo Society is proud to support and promote the Zoo's participation in Museums for All."

To participate in Museums for All®, cultural institutions must offer individual admission fees ranging from free to \$3.00 to individuals and families presenting a Supplemental Nutrition Assistance Program Electronic Benefits Transfer (“EBT”) card and a valid form of photo

identification. Museums for All® admission rates are available for up to four individuals per EBT card and during all normal operating hours.

The George Eastman House Museum and the Rochester Museum & Science Center both set their Museums for All® admission fees at \$1.00.

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