

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

INSTITUTE OF MUSEUM AND LIBRARY SERVICES AWARDS GRANT TO MUSEUM OF THE MOVING IMAGE FOR EXPANSION OF FAMILY PROGRAMS

New family initiative will help develop programs for young children and caregivers

Astoria, Queens, NY, September 29, 2016—Museum of the Moving Image, the nation's only museum dedicated to film, television, and digital media, has been awarded a grant in the amount of \$149,585 from the Institute of Museum and Library Services (IMLS) for the development of a new family initiative that will offer public programs for children, ages four to twelve, and their caregivers.

“We are grateful to the IMLS for recognizing the Museum's potential to engage families with younger children, especially those living in the diverse surrounding area of the Museum in Astoria, Queens” said Executive Director Carl Goodman. “With this award, we will be able to build upon our past successes with middle- and high-school age youth and to create new programs for younger audiences and caregivers.”

As part of this initiative, programs may include additional drop-in and gallery activities, workshops, family tours, artist-led programs and performances, screenings and response activities, large-scale day-long events, family-member only events, and exclusive family hours in the galleries. The project will result in programs developed for families year round; offer more activities for families with younger children; and present programs that are appealing to a wide range of ethnic and cultural groups. The initiative also offers an opportunity to further develop programs in conjunction with the Museum's upcoming Jim Henson exhibition.

Past family programs have included regularly scheduled big-screen matinees of classic and new films, biannual family days, the Drop-In Moving Image Studio (held on most Saturdays), and special programs during school recesses.

Museum of the Moving Image's family initiative is one of 206 projects to receive a “Museums for America” award from the IMLS. “Museums for America” is the largest of the agency's museum grant programs, with funds totaling \$21 million, and is aimed at helping museums provide service to the public. A full list of projects is available [here](#).

“As centers of learning and catalysts of community change, libraries and museums connect people with programs, services, collections, information, and new ideas in the arts, sciences, and humanities. They serve as vital spaces where people can connect

with each other,” said IMLS Director Dr. Kathryn K. Matthew. “IMLS is proud to support their work through our grant making as they inform and inspire all in their communities.”

About IMLS

The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 35,000 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow IMLS on Facebook and Twitter.

About Museum of the Moving Image

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

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MUSEUM INFORMATION

Hours: Wednesday–Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday–Sunday, 11:30 a.m. to 7:00 p.m.

Museum Admission: \$15 adults; \$11 senior citizens (65+) and students (18+) with ID; \$7 youth (3–17). Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets are \$12 adults / \$9 students and seniors / \$6 children 3–12 / free for Museum members at the Film Lover level and above. Advance purchase is available online. Ticket purchase may be applied toward same-day admission to the Museum’s galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

Museum of the Moving Image is housed in a building owned by the City of New York and has received significant support from the following public agencies: New York City Department of Cultural Affairs; New York City Economic Development Corporation; New York State Council on the Arts with the support of Governor Andrew M. Cuomo and the New York State Legislature; Institute of Museum and Library Services; National Endowment for the Humanities; National Endowment for the Arts; and Natural Heritage Trust (administered by the New York State Office of Parks, Recreation and Historic Preservation). For more information, please visit movingimage.us.