

1280 PEACHTREE STREET, N.E. • ATLANTA, GEORGIA 30309

FOR IMMEDIATE RELEASE

HIGH MUSEUM OF ART TO OFFER NEW FRIDAY NIGHT EXTENDED HOURS

New hours begin March 7 with a "Pay as You Wish" discount day

ATLANTA, March 3, 2014 – The High Museum of Art will offer "Pay as You Wish" admission from 10 a.m. to 9 p.m. on Friday, March 7, 2014. This discounted day kicks off new extended hours at the Museum, which will now be open every Friday night from 4 to 9 p.m.

The new Friday evening hours will replace the previously offered Thursday night hours at the High. On March 7 for "Pay as You Wish" Day from 4 to 9 p.m., guests may enjoy:

- Live music by The Sweetwater Creek Bluegrass Band in the Robinson Atrium
- Food and drinks available for purchase
- Tours of the High's special exhibitions "Go West! Art of the American Frontier from the Buffalo Bill Center of the West" and "Abelardo Morell: The Universe Next Door" led by the High's Chief Operating Officer Philip Verre, among others

Since 2009, the High has offered extended hours with half-off admission every Thursday night. During the High's new Friday night extended hours, guests can still enjoy half-price admission, as well as docent-led tours and special programming on select dates.

Full-price admission or special pricing may apply for select Friday evening events and programs. "Pay as You Wish" admission for March 7 will be available for walk-up ticket purchases only.

Also effective in March, The Woodruff Arts Center will offer free parking in The Woodruff Arts Center parking garage to High patrons every Wednesday from 10 a.m. to 5 p.m. (through May 28). This offer is valid for The Woodruff Arts Center parking garage only and is subject to availability.

For more information and to purchase tickets, please visit www.high.org.

High Museum of Art

The High is the leading art museum in the southeastern U.S. With more than 14,000 works of art in its permanent collection, the High Museum of Art has an extensive anthology of 19th- and 20th-century American and decorative art; significant holdings of European paintings; a growing collection of African American art; and burgeoning collections of modern and contemporary art, photography, folk art and African art. The High is also dedicated to supporting and collecting works by Southern artists. For more information about the High, visit high.org.

The Woodruff Arts Center

The Woodruff Arts Center is ranked among the top four arts centers in the nation. The Woodruff

is unique in that it combines four visual and performing arts divisions on one campus as one not-for-profit organization. Opened in 1968, the Woodruff Arts Center is home to the Alliance Theatre, the Atlanta Symphony Orchestra, the High Museum of Art and Young Audiences. To learn more about the Woodruff Arts Center, please visit www.woodruffcenter.org.

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