



FOR IMMEDIATE RELEASE: MARCH 10, 2011

The Power Plant is proud to announce the inaugural BMO FREE Wednesday Evenings Program, offering FREE gallery admission from 5 - 8 PM every Wednesday

The Power Plant is very pleased to offer FREE admission on Wednesday evenings thanks to BMO Financial Group.

The Bank of Montreal has been a long-standing support of the gallery as a corporate leader. This new sponsorship strengthens BMO's engagement with The Power Plant. Not only does it reinforce the company as a leader in supporting contemporary visual art, it also encourages outreach, accessibility and education for the gallery's visitors and the larger community. Director Gregory Burke is very excited about this new initiative: "The Power Plant is very grateful for the Bank of Montreal's continued support of the gallery as a corporate member, and we are thrilled to commence this new partnership."

Since 2005, The Power Plant, with the support of the Hal Jackman Foundation, has waived admission charges for patrons during the summer, making the gallery more accessible to thousands of lakefront visitors. This Wednesday evening initiative enables the gallery to continue to offer free admission on Wednesdays throughout the fall, winter and spring months. Coinciding with the launch of the gallery's new lobby, new website and new visual identity, a project called The Power Plant - Refresh, BMO FREE Wednesday Evenings aims to improve access for both existing and new visitors. "The gallery strives to introduce as many visitors as possible to the most dynamic and challenging art being produced today," and Burke further explains: "The goal of this new program is consistent with gallery's strategic vision behind The Power Plant - Refresh project - a project that strengthens our ongoing efforts to provide more access to The Power Plant."

The Power Plant
Contemporary Art Gallery

© Harbour-front centre

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Toronto, ON Canada M5J 2G8

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thepowerplant.org

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"BMO Financial is proud and excited to support Free Wednesday evenings at The Power Plant," declares Nada Ristich, Senior Manager, Corporate Donations, BMO Financial Group. "We feel confident that opening access to everyone will encourage and enable many more people to engage with an exceptional art institution and its programs."

Please visit the gallery through 29 May, 2011, to experience three outstanding exhibitions: *Thomas Hirschhorn: Das Auge (The Eye)*, *Inigo Manglano-Ovalle: Phantom Truck + Always After*, and *To What Earth Does This Sweet Cold Belong?*

For more information on exhibitions and all public programs at The Power Plant, please call **+1.416.973.4949** or visit **thepowerplant.org**.

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**The Power Plant at Harbourfront Centre
231 Queens Quay West, Toronto**

Admission:

FREE Members
\$6 Adults
\$3 Students/Seniors
BMO FREE Wednesday Evenings 5 - 8 PM

Gallery Hours:

Tuesday to Sunday 12 - 6 PM
Saturday 12 - 8 PM
Open Holiday Mondays & Good Friday

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