



For Immediate Release
March 1, 2024

Contemporary Calgary Launches Exciting ‘Art Pass’ Campaign, Making Family Memberships Available at All Calgary Public Library Locations

Calgary, Alta (March 1, 2024) - Contemporary Calgary is delighted to invite the media and community to a special partnership launch with Calgary Public Library. This pilot program debuts the “Art Pass” book, which removes barriers, providing access to Contemporary Calgary’s exhibitions through Calgary Public Library, made possible by a generous Contemporary Calgary donor. “Art Pass” is a living guestbook that the public can check out from any of Calgary Public Library’s 21 locations or via the Libby app. There will be 105 “Art Pass” books available across the Library system, five physical copies at each Library location and five digital copies via the app. People will be able to digitally or physically use it as a “membership card” to visit Contemporary Calgary. Calgarians are encouraged to doodle their musings on its pages when they feel inspired by the contemporary art on view.

Over time the “Art Pass” books will become a collection of thoughts and reflections from community members in the city and will showcase how art brings joy and reflection to our lives.

“We are bringing art and literacy together, building bridges to deeper connections and understanding in our community,” says Sarah Meilleur, CEO of Calgary Public Library “Through partnerships like this one with Contemporary Calgary, we can welcome everyone to spaces for sharing ideas and opportunities. All you need to do is check out the ‘Art Pass’ book from your local Library.”

“We are so grateful to one of our generous donors who has made this program possible,” says David Leinster, CEO of Contemporary Calgary. “We want everyone in Calgary to have an opportunity to come to the gallery and be inspired by the amazing art that is on display without barriers. We hope these membership books make space for reflection and to encourage conversation and dialogue within its pages as they are passed from person to person over time.”

The “Art Pass” books will officially be in circulation at Calgary Public Library locations beginning March 7, 2024. **The CEO of Contemporary Calgary, David Leinster and the CEO of Calgary Public Library, Sarah Meilleur are available for interviews on March 5, 2024, at Contemporary Calgary (701 11 St SW) from 10:30 a.m. to 11:30 p.m. MST. Refreshments will be available.**

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About Contemporary Calgary

Contemporary Calgary aims to provide Calgary and its visitors with a significant visual arts destination dedicated to modern and contemporary art and to be a place of connection in the community. The former Centennial Planetarium, a significant work of architectural art, has been transformed into a

world-class gallery where Contemporary Calgary delivers outstanding local, national and international contemporary art programming. Contemporary Calgary aspires to become a leading voice among arts institutions by embracing their values of being welcoming, engaging and relevant.

About Calgary Public Library

Calgary Public Library, with over 750,000 members and 21 locations, has been inspiring the life stories of Calgarians for 112 years. It is one of North America's largest municipal library systems, with close to 7 million in-person visits in a typical year and more than 17 million physical and digital items borrowed in 2023. To learn more, visit calgarylibrary.ca