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FOR IMMEDIATE RELEASE

New Museums for All membership tier announced for Huntsville Botanical Garden

HUNTSVILLE, Ala. (April 29, 2024) – Membership at Huntsville Botanical Garden (HBG) just became more accessible for those receiving food assistance (SNAP benefits). Recognized by locals and tourists as one of the best attractions in the Southeast, HBG has added a Museums for All tier to its membership structure.

According to museums4all.org, “Museums for All is a national, branded access program that encourages individuals of all backgrounds to visit museums regularly and build lifelong museum habits.”

HBG has been a Museums for All participant for several years, providing a reduced admission rate of \$3 per person (for up to four people per household) with presentation of EBT card and valid photo ID. In addition to this discounted admission, HBG has added a Museums for All membership tier, allowing qualifying individuals and families one year of garden membership for \$25. This membership level has the same benefits as the Family membership (regularly-priced at \$130).

Membership benefits for Museums for All include:

- Free daily admission to the Garden
- Invitations to members-only events
- Discounts on special event tickets
- Discounts on educational programs and Youth Camps
- 10% discount in the Gift Shop
- Subscription to *Garden Columns* magazine
- Reciprocal benefits at more than 340 participating gardens nationwide
- Free admission for children/grandchildren under 18

“The Garden is a beautiful oasis in the middle of an amazing city, and we want as many people as possible to have the opportunity to enjoy it year-round,” said HBG CEO Susan Wagner. “Museums for All is a great way to experience the Garden one time at a reduced admission rate. But membership allows participants access to the same wonderful programs, events, camps, and Garden activities happening all year.”

For more information about Garden membership, visit hsvbg.org/membership.

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About Huntsville Botanical Garden

Huntsville Botanical Garden is a 501(c)(3) nonprofit organization that exists to connect people to plants in order to support a healthier quality of life for the region. Open year-round, the Garden contains diverse ecosystems to explore within its 118 acres. From grassy meadows to woodland paths, aquatic habitats to stunning floral collections, the Garden invites guests of all ages to discover the beauty and wonder of the natural environment. For more information, visit hsvbg.org.