

New Britain Museum of American Art to Reopen in July

Offers FREE admission to essential business workers July 14&16/\$10 admission for everyone through Labor Day

FOR IMMEDIATE RELEASE

(July 1, 2020) New Britain, CT – As a gesture of appreciation to all essential business workers who worked throughout the pandemic shutdown, the New Britain Museum of American Art (NBMAA) will kick off its reopening by welcoming essential business workers and their families free of charge for the first two days, July 14 and 15. “We hope this opportunity to visit our beautiful Museum will give essential workers and their families respite from their stressful experiences throughout the pandemic,” says NBMAA Director & CEO Min Jung Kim. The Museum will be running radio campaigns on local mainstream stations to inform as many workers as possible of this complimentary opportunity.

In addition, the Museum has launched a BOGO Membership program to benefit the workers. For every Membership renewal or new Membership purchased by the general public, NBMAA will donate one household Membership to the family of an essential business worker.

NBMAA will offer a warm welcome back to its Museum Members during the remainder of that first week, July 16 and 17. NBMAA will officially open to the public on Saturday, July 18. The Museum will close for one hour each day to thoroughly clean surfaces and rotate staff, and will be closed on Mondays and Tuesdays each week to allow additional cleaning and disinfecting of its spaces.

Access reopening details here: <https://nbmaa.org/visit>

The New Britain Museum of American Art closed its doors to the public on March 15 offices on March 18 prior to state regulations requiring it to do so. “The safety and well-being of our Members, guests, staff, and volunteers has always been our top priority and guided our decision to close in March; it continues to guide us in our planning and preparation for reopening,” says Kim. The Museum’s Reopening Task Force has been carefully planning the reopening of the offices and the Museum in a thoughtful and phased approach.

NBMAA has gone above and beyond to ensure the safety and comfort of its visitors and staff. It recently welcomed infectious disease specialists from Hartford HealthCare to review its Reopening Plan and walk through the Museum to provide feedback on planned protocols and procedures. The Task Force has also met with authorities from the City of New Britain and will host a virtual New Britain Nonprofit Roundtable with NBMAA Director & CEO, Min Jung Kim.

The Museum’s Reopening Plan outlines several phases to provide clear guidelines for operations as the Museum remains agile to changing environments and health recommendations. A phased public opening of the Museum will begin July 14, 2020. The strategy is to approach this extremely conservatively and to take precautions beyond what is required by the state. Though the state allows 50% capacity, for instance, the Museum will reopen in the first few days/weeks at a 10-25% capacity and only increase these levels based on the comfort and confidence of staff and public alike.

As a general practice, the Task Force will continue to closely monitor pandemic conditions in the region and re-evaluate policies and procedures contained within the plan as necessary. The Museum will make decisions on procedure changes only in accordance with local, state, and federal guidelines.

PRESS CONTACT: Lisa Lappe, Director of Marketing for NBMAA, lappel@nbmaa.org

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