



## FOR IMMEDIATE RELEASE

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## EL MUSEO DEL BARRIO ANNOUNCED AS EAST HARLEM'S FIRST IDNYC POP-UP ENROLLMENT CENTER

**NEW YORK, NY May 6, 2015-** El Museo del Barrio in partnership with The Mayor's Office of Immigrant Affairs is pleased to announce El Museo (1230 Fifth Avenue at 104<sup>th</sup> Street) as the first East Harlem pop-up enrollment center for IDNYC, the new, free identification card for all New York City residents. IDNYC staff will be on hand at El Museo's Taller (3<sup>rd</sup> Floor) from Thursday, May 7 to Saturday, May 23. Hours of operation will be Monday through Friday, between 9am and 7pm, as well as Saturdays from 9am to 6pm. Appointments encouraged, and may be made by calling 311 or visiting [www.nyc.gov/idnyc](http://www.nyc.gov/idnyc).

While on site, applicants will receive complimentary gallery admission for the day. El Museo will also offer free art making activities for those applicants who are joined by their families.

"El Museo has been a strong advocate of the initiative, even before its launch," said **Jorge Daniel Veneciano, Executive Director, El Museo del Barrio**. "We are proud to serve as East Harlem's first IDNYC Pop-Up Enrollment Center, and look forward to welcoming applicants and their families to the museum. Cardholders will enjoy the many benefits that come with it, including a full year membership to our institution. I thank the Mayor and the Speaker for entrusting us with this next step in building the footprint of IDNYC."

"I'm excited about the opening of our City's newest pop-up IDNYC site at El Museo del Barrio," said **Speaker Melissa Mark-Viverito**. "Whether by offering free admission to dozens of cultural institutions or discounted prescription medications, IDNYC is a gateway to all our City has to offer and this new site will make it easier than ever to make an appointment. I'm thrilled by the tremendous interest in IDNYC and encourage all New Yorkers to sign up for this safe, secure form of identification."

"IDNYC provides access to all sorts of crucial programs and services, and in a City so rich with cultural offerings, access to museums, performing arts centers, zoos, and botanical gardens is something we consider an essential



part of being a New Yorker,” said **Cultural Affairs Commissioner Tom Finkelpearl**. “I encourage anyone who hasn’t signed up to head to El Museo del Barrio to get their very own IDNYC. And if you’ve already got your card, now is the perfect opportunity to become a member of this extraordinary institution.”

“The IDNYC card is not just about increasing access to government services, cultural benefits, and valuable discounts – it is a program that unites all of us as New Yorkers, regardless of our immigration status,” said **Commissioner of Immigrant Affairs Nisha Agarwal**. “I am thrilled to work with Speaker Mark-Viverito and El Museo del Barrio to bring an IDNYC pop-up center to Harlem.”

El Museo del Barrio is a member of the Cultural Institutions Group (CIG), 33 nonprofit cultural organizations in all five boroughs. In partnership with the Department of Cultural Affairs and the Mayor’s Office of Immigrant Affairs, each CIG is providing free basic memberships as a benefit to eligible IDNYC cardholders during the first year of the program, a recognition of the central role these institutions play in New York’s civic life. The membership benefit is available only for new members of an institution and will be offered through the end of 2015, lasting one year from the date it is redeemed.

At El Museo, IDNYC cardholders can redeem a yearlong Amigo-level membership which includes: free gallery admission for member and a guest, invitations to all exhibition openings, priority seating at select special performances, discount on special events tickets, and a 10% discount at La Tienda, and El Café.

## **ABOUT IDNYC**

IDNYC is the new, free identification card for all New York City residents, which gives all of us the opportunity to show who we are—New Yorkers. As a government-issued photo identification card, IDNYC secures the peace of mind and access to City services that come from having recognized identification. IDNYC benefits every city resident, including the most vulnerable communities—the homeless, youth, the elderly, undocumented immigrants, the formerly incarcerated and others who may have difficulty obtaining other government-issued ID. The City will protect the confidentiality of all municipal ID card applications, and will not ask applicants about their immigration status.

IDNYC cardholders can access services and programs offered by the City as well as by businesses. IDNYC helps enhance public safety, by serving as a recognized ID for interacting with NYPD. It also helps New Yorkers gain access to all City buildings that provide services to the public and is accepted as a form of identification for accessing numerous City programs and services. IDNYC also provides a dynamic series of benefits to cardholders, including a



free one-year membership at many of the City's leading museums, zoos, concert halls, and botanical gardens.

### **ABOUT EL MUSEO DEL BARRIO**

El Museo del Barrio, New York's leading Latino cultural institution, welcomes visitors of all backgrounds to discover the artistic landscape of Latino, Caribbean, and Latin American cultures. Their richness is represented in El Museo's wide-ranging collections and critically acclaimed exhibitions, complemented by film, literary, visual and performing arts series, cultural celebrations, and educational programs.

El Museo del Barrio is located at 1230 Fifth Avenue at 104 Street in New York City. Hours are Tuesday through Saturday, 11am. to 6pm. Admission is suggested.

For more information on El Museo del Barrio, please visit [www.elmuseo.org](http://www.elmuseo.org). To connect with El Museo del Barrio via Social Media, follows us on Facebook at [Facebook.com/elmuseo](https://www.facebook.com/elmuseo), and using @ElMuseo on Instagram and Twitter.

### **PRESS MATERIALS**

Current and past press releases about El Museo del Barrio's exhibitions and programs are available for download at: <http://www.elmuseo.org/press/>

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