

For Immediate Release

**Grand Rapids Symphony adds Grand Rapids Art Museum to
Symphony Scorecard**

*Innovative program offering free concert tickets to those in need adds
free museum admission*

GRAND RAPIDS, MI., Sept. 6, 2017 – Lois Alexander, a lover of classical music and a [Grand Rapids Symphony](#) season subscriber for years, knows well the power of classical music, especially music performed live.

“I find it such a peaceful and calming experience,” Alexander said.

As a former Resident Services Specialist for Grand Rapids Housing Commission, she also knows it’s an experience that’s not readily available to everyone, particularly those with financial challenges.

That’s what inspired the **Grand Rapids Symphony** two years ago to create [Symphony Scorecard](#), a program that provides free concert tickets to members of the community who receive financial assistance from the State of Michigan or who currently are serving in the U.S. Military on active duty, in the Reserves, or with the National Guard.

Scorecard members are eligible to receive up to four free tickets, per concert, for most Grand Rapids Symphony concerts. Since Symphony Scorecard’s debut in September 2015, more than 5,000 people – enough to fill DeVos Performance Hall twice – have experienced the Grand Rapids Symphony for free.

“Grand Rapids Symphony’s Symphony Scorecard gives participants an opportunity to lift their spirits through music while sharing the live experience with others,” said **Grand Rapids Symphony President Peter Perez**.

Now, Symphony Scorecard is expanding to include visual arts as well. The [Grand Rapids Art Museum](#) is joining the Grand Rapids Symphony to offer free admission to GRAM through Symphony Scorecard.

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“The **Grand Rapids Art Museum** is honored to announce its collaboration with the Grand Rapids Symphony and participate in the Symphony Scorecard,” commented **GRAM Director and CEO Dana Friis-Hansen**. “The Museum is committed to expanding inclusive and accessible opportunities for visitors year-round, and this partnership offers unprecedented access to the visual and performing arts in West Michigan.”

Scorecard holders now will receive unlimited visits to **GRAM** throughout the year, and participants can bring up to three guests during each visit.

The Museum’s 2017-18 exhibition calendar offers a dynamic lineup of art experiences for scorecard holders to enjoy: *Andy Warhol’s American Icons*; *Christian Marclay: Video Quartet*; *Alexis Rockman: The Great Lakes Cycle*; and *Who Shot Sports: A Photographic History from 1843 – Present*.

Scorecard members additionally are invited to participate in a wide array of the Museum’s programming and events, including Artist and Curator lectures; Drop-in Studio and Drop-in Tours; Baby & Me Tours; Yoga at GRAM; and the Sunday Classical Concert Series.

Thanks to support from the **Daniel and Pamella DeVos Foundation**, [Symphony Scorecard was launched in 2015](#) with an initial goal of distributing 400 concert tickets in its first season.

The response, however, was so overwhelming, by the end of the season, more than 2,000 tickets were handed out to residents of Kent, Ottawa and Muskegon counties.

In its second season in 2016-17, Symphony Scorecard provided more than 3,000 tickets from September 2016 through the end of the 2017 D&W Fresh Market Picnic Pops in August. The Grand Rapids Symphony’s annual “Symphony with Soul” with guest vocalist Lalah Hathaway in February 2017 attracted more than 200 Scorecard users to DeVos Performance Hall.

Symphony Scorecard offers an opportunity for vulnerable families in financial crisis or other difficulty to enjoy experiences in the arts. **U.S. Military** on active duty or serving in the Reserves or in the National Guard are eligible as well.

Symphony Scorecards are available from case workers with the [Michigan Department of Health and Human Services](#) and other organizations that serve people in need, as well as military support centers. For a complete list of current participating partners, program information and concert availability, go to the [Symphony Scorecard](#) page on the Grand Rapids Symphony’s website.

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About the Grand Rapids Symphony

Organized in 1930, the [Grand Rapids Symphony](#) is nationally recognized for the quality of its concerts and educational programs. Led by Music Director Marcelo Lehninger, Principal Pops Conductor Bob Bernhardt and Associate Conductor John Varineau, nine concert series are presented, featuring a wide range of music and performance styles. More than 400 performances are given each year, touching the lives of some 200,000, nearly half of whom are students, senior citizens and people with disabilities all reached through extensive education and community service programs. Affiliated organizations include the Grand Rapids Symphony Chorus; Grand Rapids Youth Symphony and Classical Orchestra; and Grand Rapids Symphony Youth Choruses. GRS provides the orchestra for performances by [Opera Grand Rapids](#) and the [Grand Rapids Ballet](#) and sponsors the biennial [Grand Rapids Bach Festival](#), which was held in March 2017 and returns in 2019.

To learn more about the [Grand Rapids Symphony](#), please visit the website or
| [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [Flickr](#) |

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About the Grand Rapids Art Museum

Connecting people through art, creativity, and design. Established in the heart of downtown Grand Rapids, the Art Museum is internationally known for its distinguished design and LEED® Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,000 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

For GRAM's hours and admission fees, visit artmuseumgr.org or call (616) 831-1000.

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