



info@mmbc.bc.ca
250-385-4222

FOR IMMEDIATE RELEASE – 10 June 2015

Pass it Around Victoria Announces an Exciting New Partnership!

Pass it Around Victoria, the single admission pass that connects seven heritage attractions in Victoria, announces an exciting new partnership to begin in 2016. Launched in 2014, *Pass It Around Victoria* provides discounted admission to The Art Gallery of Greater Victoria, CFB Esquimalt Naval and Military Museum, Craigdarroch Castle, Emily Carr House, the Maritime Museum of BC, Point Ellice House, and the Robert Bateman Centre. After a successful first year, *Pass it Around Victoria* is aiming to expand its offerings and reach by partnering with the Victoria Heritage Tourism Alliance.

The Heritage Tourism Alliance, an informal group of Victoria's museums, galleries, and historic sites, will bring new cultural partners and a greater reach to the *Pass it Around* program. Under the administration of the Heritage Tourism Alliance, the *Pass* program will continue to raise the profile of Victoria as a prime cultural destination, improve local appreciation of Victoria's cultural heritage, and support collaboration between the city's cultural institutions. This new partnership provides an exciting future for *Pass it Around Victoria*.

During the transition period, the sale of *Pass it Around* tickets will be stopped immediately and be resumed in 2016. Existing passes will continue to be honoured by all participating partners for as long as they are valid. In 2016, the Victoria Heritage Tourism Alliance plans to re-launch the *Pass it Around* program with more partners and new opportunities and benefits.

For more information about *Pass it Around Victoria* and its current participating partners, visit: <http://www.passitaroundvictoria.ca>

(255 words)