

LCSD launches special edition of Museum Pass

With the Chinese New Year approaching, the Leisure and Cultural Services Department (LCSD) launched a special edition of the Museum Pass today (January 13) to celebrate the Year of the Snake with museum lovers. There are two designs for the special edition, one with the LCSD's mascots, Enggie Pup and Artti Kitty, in new-year costume, and a collection from the Hong Kong Heritage Museum – "Year of the Snake Calendar Design" by renowned Hong Kong designer and artist Hon Bing-wah. The design reinterprets the beauty of traditional Chinese culture through the vibrant imagery of a golden snake and blooming plum blossoms. The special edition designs are only applicable to the physical Museum Pass. It is now available for sale at designated LCSD museums (Note 1), while stocks last.

A Museum Pass is valid for 12 months from the date of issue. The annual fees for the family pass, individual pass and concessionary pass (full-time students, persons with disabilities and senior citizens aged 60 or above) are \$100, \$50 and \$25 respectively. There is a 10 per cent discount on the Museum Pass for Hong Kong Ocean Park Annual Membership holders and Hong Kong Disneyland "Magic Access" holders during the promotional period (Note 2).

During the validity period of the Museum Pass, holders can make unlimited visits to the fee-charging permanent and special exhibitions of LCSD museums, including the new exhibition at the Hong Kong Museum of Art, "The Hong Kong Jockey Club Series: Cézanne and Renoir Looking at the World – Masterpieces from the Musée de l'Orangerie and the Musée d'Orsay" to be launched from January 17 (Friday). The exhibition is the first large-scale exhibition of the two Impressionist masters Cézanne and Renoir in Hong Kong, showcasing 52 masterpieces from the two museums in France.

Museum Pass holders can enjoy an array of exclusive fringe benefits offered by LCSD partners. For museum partners, new offers provided by the GuWei Museum include a general admission ticket at a discounted price of \$30; a 10 per cent discount on purchases at its Gift Corner, consumption and rental of event space at its Museum Coffee Shop; and 10 to 20 per cent discounts for joining its education programmes. The Hong Kong Maritime Museum also offers a 50 per cent discount for the adult ticket, while the CHAT Shop in The Mills offers a 5 per cent shopping discount.

For theme parks, Museum Pass holders can enjoy a 10 per cent discount on the published price of the Ocean Park Annual Membership, and a special discount on any General, Child, Student or Senior Magic Access of the Hong Kong Disneyland Park.

For performing arts programmes, Museum Pass holders can enjoy a 10 per cent discount on standard tickets for the Hong Kong Dance Company's main stage productions, "Storm Clouds" and "The Kids In Rainbow Jerseys 2.0", at

the URBIX outlets as well as the merchandise at the performance venue.

Museum Pass holders can also enjoy discounts on purchases of LCSD souvenirs and publications at the gift or book shops of the Hong Kong Museum of Art, the Hong Kong Heritage Museum, the Hong Kong Science Museum and the Hong Kong Space Museum; and participation in the fee-charging activities organised by the museums (e.g. educational programmes). Moreover, the Alchemist Cafe in the Hong Kong Heritage Museum offers a 10 per cent dining discount.

For details and terms of the Museum Pass as well as the latest benefits, please visit the webpage www.museums.gov.hk/en/web/portal/museum-pass.html and the relevant partners' websites.

Note 1: The Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Heritage Museum, the Hong Kong Science Museum, the Hong Kong Space Museum, and the Hong Kong Museum of the War of Resistance and Coastal Defence Museum.

Note 2: The discounted fee of each Museum Pass will be rounded up to the nearest dollar.