

MUSEUM ENCOURAGES ADULTS TO VISIT 'AFTER DARK'

29.03.15: The Sydney Jewish Museum has announced it will be extending its opening hours on the first Thursday of every month, allowing visitors special 'after dark' access to exhibition spaces.

The program, which was developed in response to increasing student visitor numbers and the forthcoming re-development, is designed to appeal to adult audiences hungry for new cultural experiences and interested in seeing the Museum in a 'brand new light.'

From Thursday 07th April, visitors will be able to take a self-guided tour through the Anne Frank exhibition, read the last letters of those who were murdered in the Holocaust and discover more about the unique contribution that Jewish people have made to Australia's armed forces.

Norman Seligman, CEO of the Sydney Jewish Museum said "Our Museum has increasingly become aware that we have to start working around visitor hours and not expect visitors will be able to work around ours."

"There is a need, today in particular, to understand the history, beliefs and cultural traditions of the diverse groups and individuals who make up Australian society, and we hope that the late night opening hours will help us become more accessible."

In addition to select exhibition spaces, The Museum Café will remain open allowing visitors to enjoy a glass of wine, and a special late night menu.

The Sydney Jewish Museum is dedicated to documenting and teaching the history of the Holocaust and celebrating the richness of Jewish history, from its Biblical origins, to the first Jewish settlers and finally the thriving Jewish community in Australia today.

The world-class museum challenges visitors' perceptions of democracy, morality, social justice and human rights and places the Holocaust in its historical and contemporary context.

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Note to journalists:

- Entry for the 'After Dark' program is \$10 – no booking necessary
- From March 15, the Museum will be operating in a more limited capacity as it commences construction on a major new Holocaust Exhibition. At a time of inter-generational change, the exhibition will form a bridge between past and present, and confront those who visit to think about the kind of future we wish to create.
- Contact Museum Marketing Manager Natalia Thomas for more details. Email nthomas@sjm.com.au ph:02 9360 7999