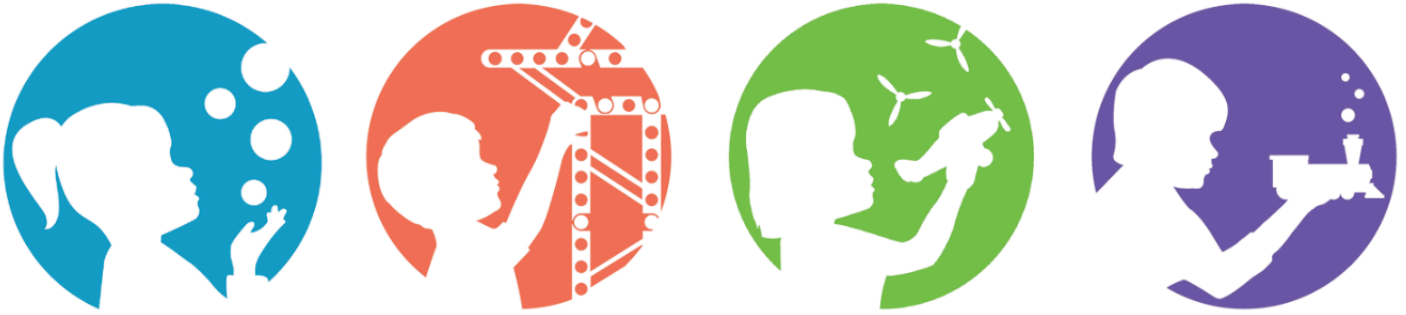




Gilbert House Children's Museum

The Gilbert House Children's Museum (GHCM) today announced a strategic decision to discontinue its cultural pass program partnership, effective 10/17/25. This difficult but necessary move will allow the museum to redirect its resources and focus on expanding the successful ACCESS Membership program and other direct-access initiatives.

We are committed to working closely with our partners who have current passes, as well as those with newly purchased passes on a prorated refund, to ensure a smooth transition and will fully end the program and acceptance of the cultural pass on December 31, 2025.

Our mission is centered on the principle that curiosity and hands-on learning should be accessible to all children, regardless of a family's financial situation. After careful evaluation, we realized that while the cultural pass was a valued point of entry for some, we could achieve a much deeper and more sustained impact by investing those resources elsewhere. The redirected investment will allow GHCM to significantly expand its reach through multiple avenues. First, it will significantly boost the ACCESS Membership program, which provides affordable, year-long, reduced-cost museum access to families who qualify for public assistance.

In addition to strengthening the ACCESS program, this strategic shift will enable GHCM to grow its popular Community Play Day event, which offers free admission to partnering community organizations. It will also allow the museum to build stronger relationships with local and regional child-serving non-profits, ensuring resources and admission opportunities are strategically distributed to the families who need them most.

This decision is a redoubling of our commitment to equity. By prioritizing our ACCESS program and strengthening our community partnerships, we are ensuring that the children in our region who face the highest financial barriers are the ones who benefit the most.

The museum encourages community members who previously utilized the pass to explore the ACCESS Membership available on the GHCM website. Purchasing a membership directly from the museum is a powerful way to support the organization's mission while providing your family with year-round access to discovery and learning. Additionally, you can also gift a membership to another family by purchasing a gift card—a wonderful way to support access for others in our community.

<https://acgilbert.org/access-membership/>