

Culture connects

Beyond Walls Festival

By: Eltono & RAW Art Works



Power of culture

Mass Cultural Council Vision

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A Commonwealth where culture:

- Elevates the quality of life and well-being of all communities
- Drives economic growth and opportunity
- Enhances the education of a new generation of creative thinkers
- Is inclusive, accessible, and embraces our diversity

mass.gov/mcc



Power of culture



MASSACHUSETTS
**HEALTH
CONNECTOR**

the right place for the right plan

Mass Cultural Council Programs

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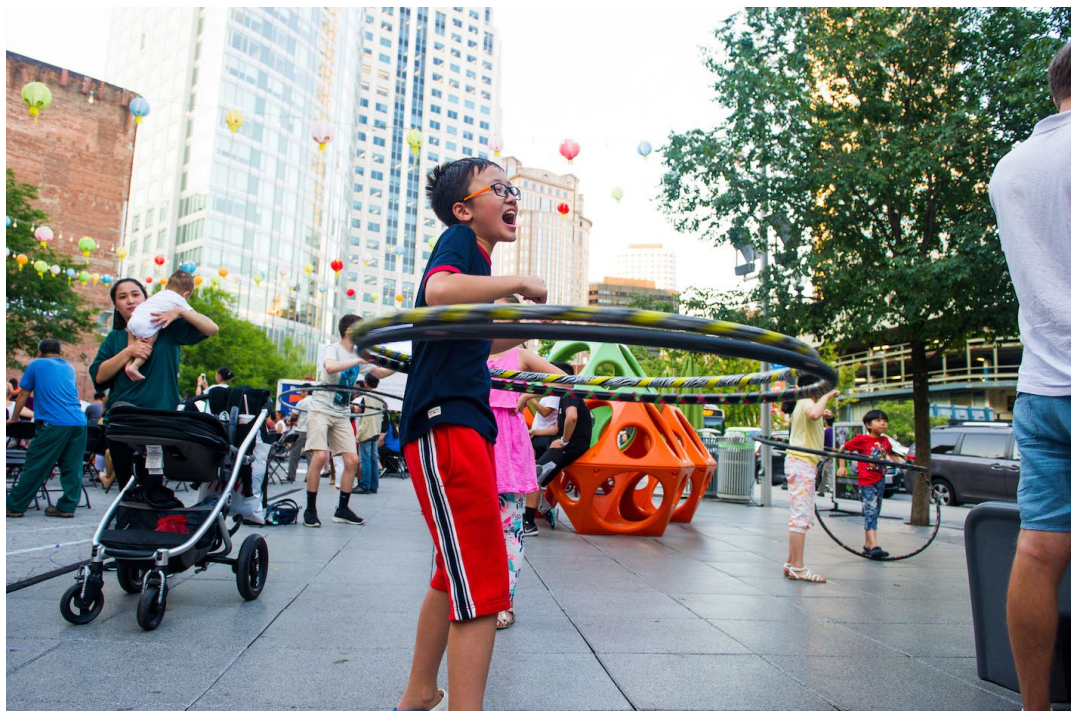
Shakespeare on the Common

- Cultural Investment Portfolio
- Cultural Facilities Fund
- Universal Participation Initiative
- Creative Youth Development and Early Childhood Development
- Cultural Districts and the Community Compact
- Local Cultural Councils and Festivals
- Artist Grants and Traditional Craftsmanship
- HireCulture

ConnectorCare Card to Culture

ConnectorCare card holders enjoy a new benefit: free or reduced admission prices to more than 130 cultural sites statewide.

ConnectorCare Card to Culture is part of our new CultureRx Initiative, and builds upon the success of EBT Card to Culture.



Community and arts festival



Power of culture



How does it work?

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Admissions desk at the Museum of Fine Arts

- Discounts and details vary
- For regular admission, to be used any time
- Simple ID access, use other method for payment
- Discounts valid for 1 year
- www.MAhealthconnector.org/connect-to-culture

Fine print:



Admissions desk at The Clark

- ***Always check an organization's specific listing and website***
- Some blackout dates, limited availability, special exhibits not included
- Some processing limitations
- Check if overlap with EBT or WIC

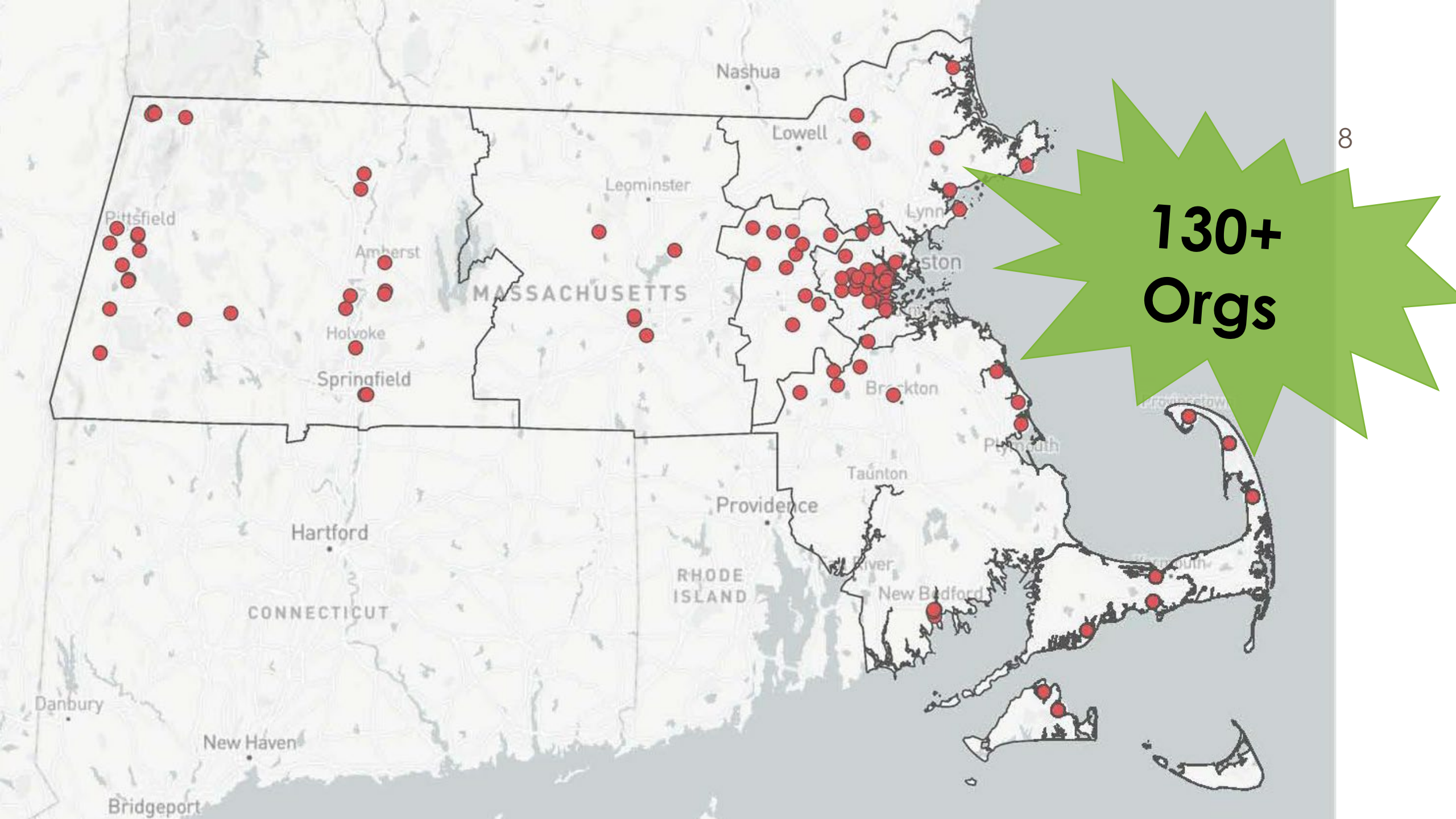
Questions you might get:

7



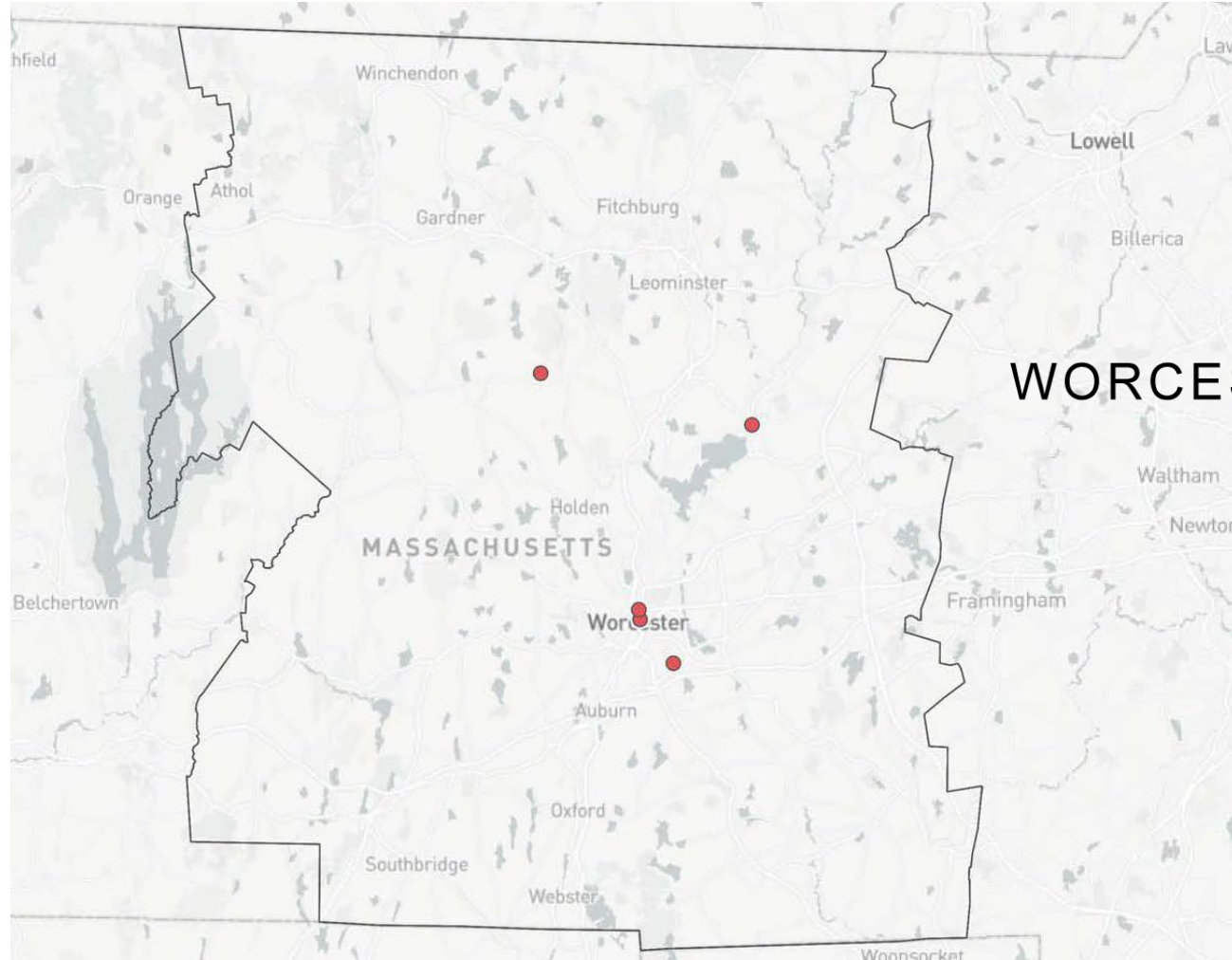
Museum patrons enjoying exhibit.

- What organizations offer this?
- How much will it cost?
- Do I use my benefits to pay?
- Can I bring people with me?
- How many times can I use the discount?
- Is “XYZ” organization a part of this program? How do I get them to sign up?



**130+
Orgs**

ConnectorCare Card to Culture Sites to Visit Central Region



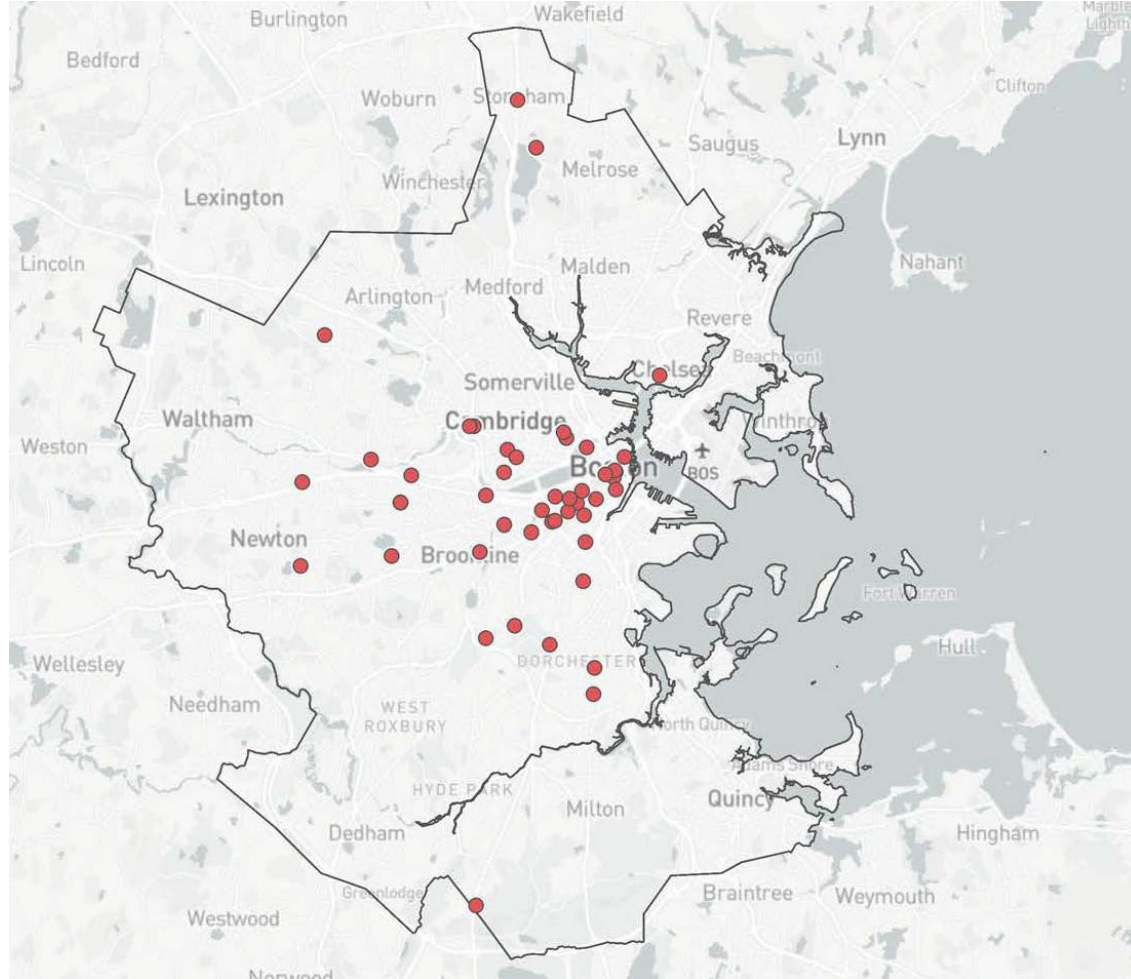
WORCESTER ART MUSEUM



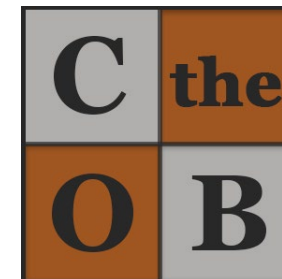
ConnectorCare Card to Culture Sites to Visit Greater Boston Region



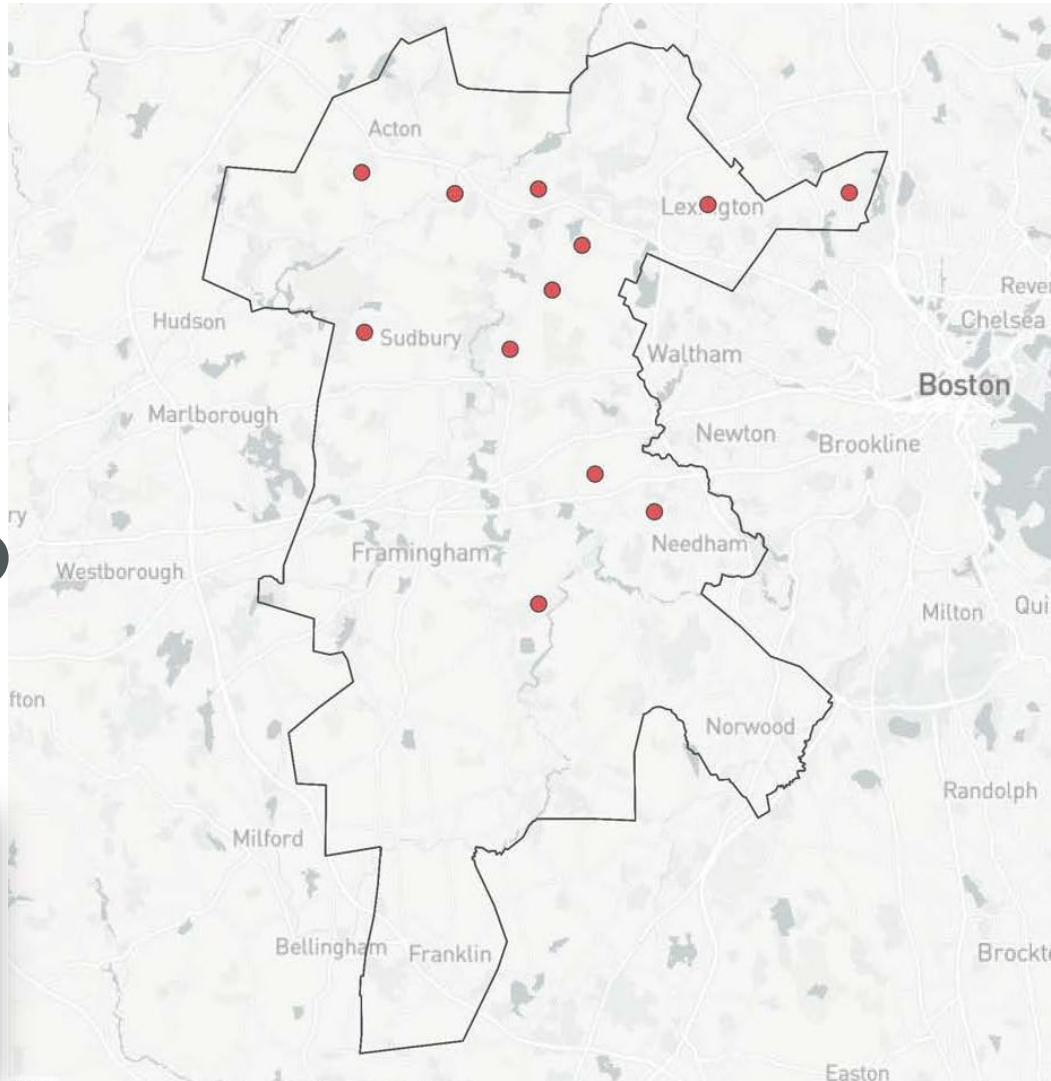
BOSTON
ATHENÆUM



LYRIC STAGE



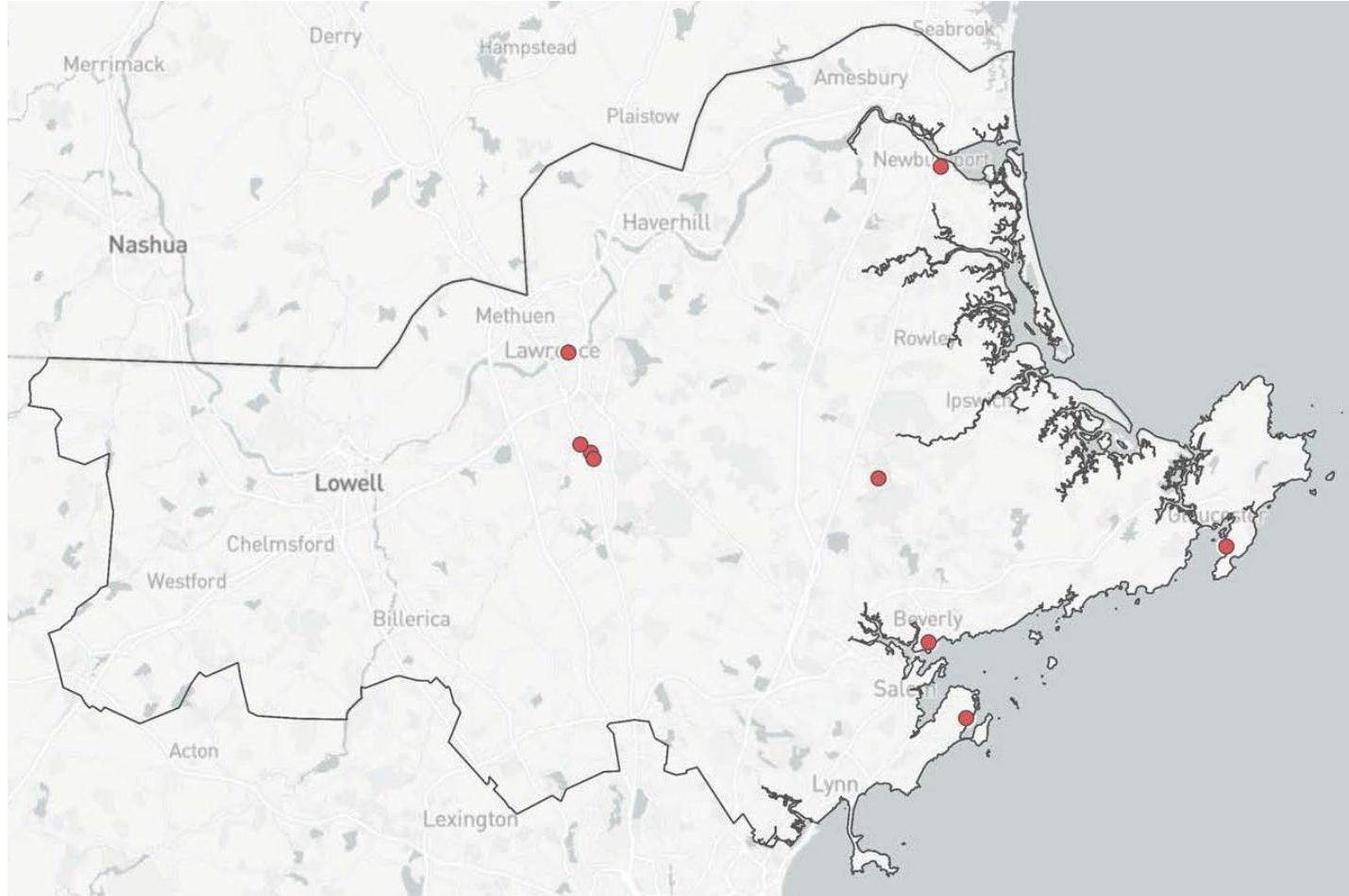
ConnectorCare Card to Culture Sites to Visit Metrowest Region



deCordova
Sculpture Park and Museum



ConnectorCare Card to Culture Sites to Visit Northeast Region



HISTORIC
Beverly
3 Houses, 5 Centuries, 1000s of Stories

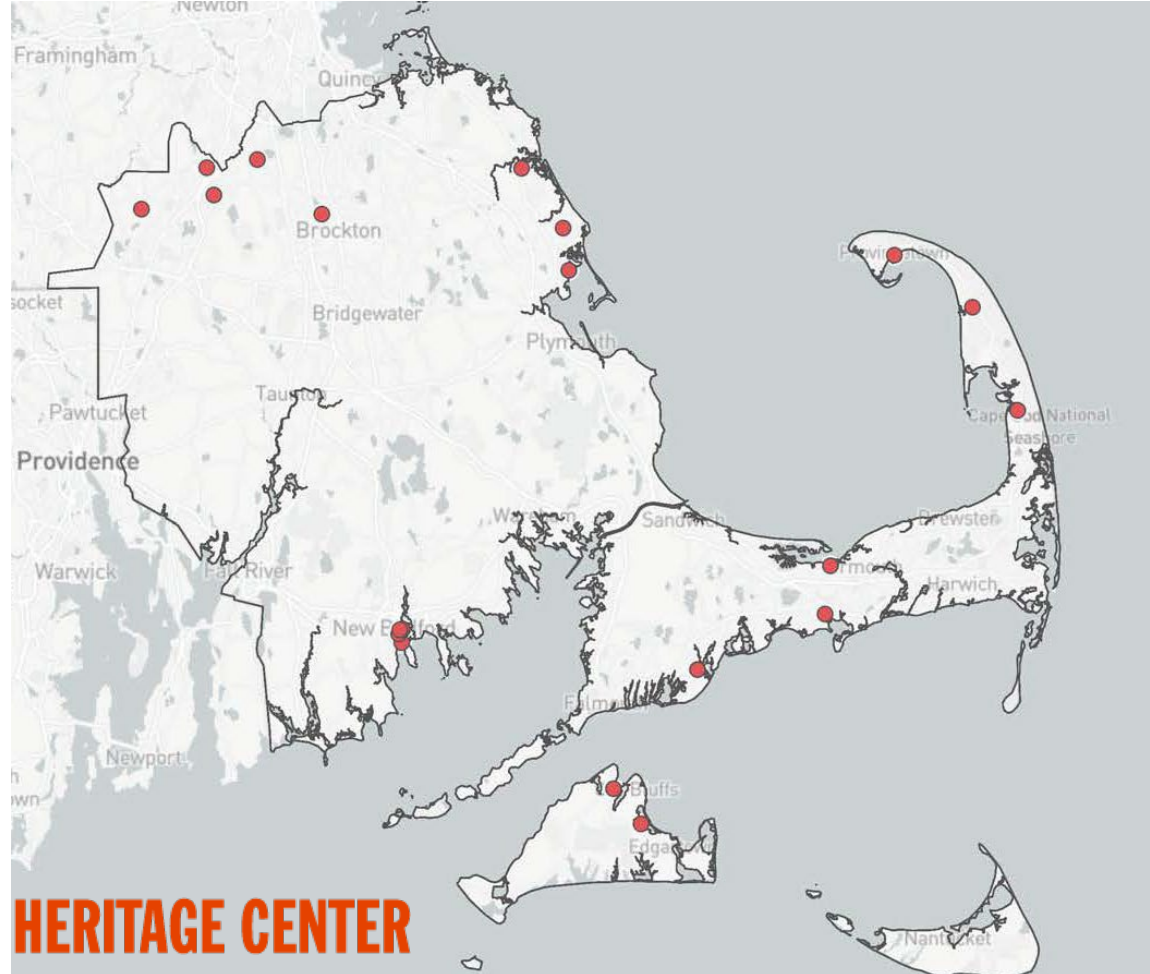


ANDOVER
CHORAL SOCIETY
Michael Driscoll, Music Director

ConnectorCare Card to Culture Sites to Visit Southeast Region



NEW BEDFORD FISHING HERITAGE CENTER

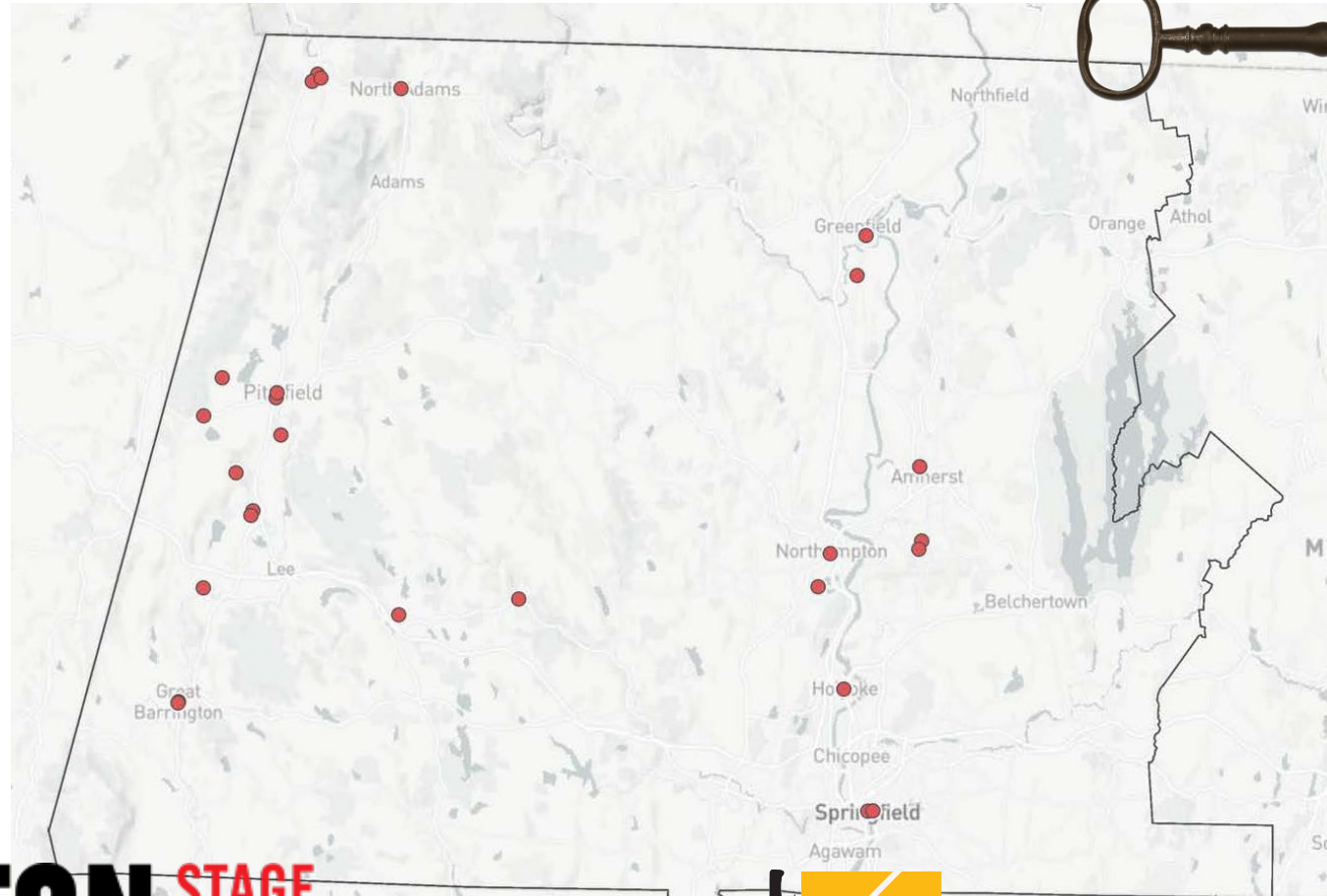


MARTHA'S
Vineyard
PLAYHOUSE

ConnectorCare Card to Culture Sites to Visit Western Region



**WILLIAMSTOWN
THEATRE FESTIVAL**



THE ERIC CARLE



MUSEUM OF



PICTURE BOOK



ART

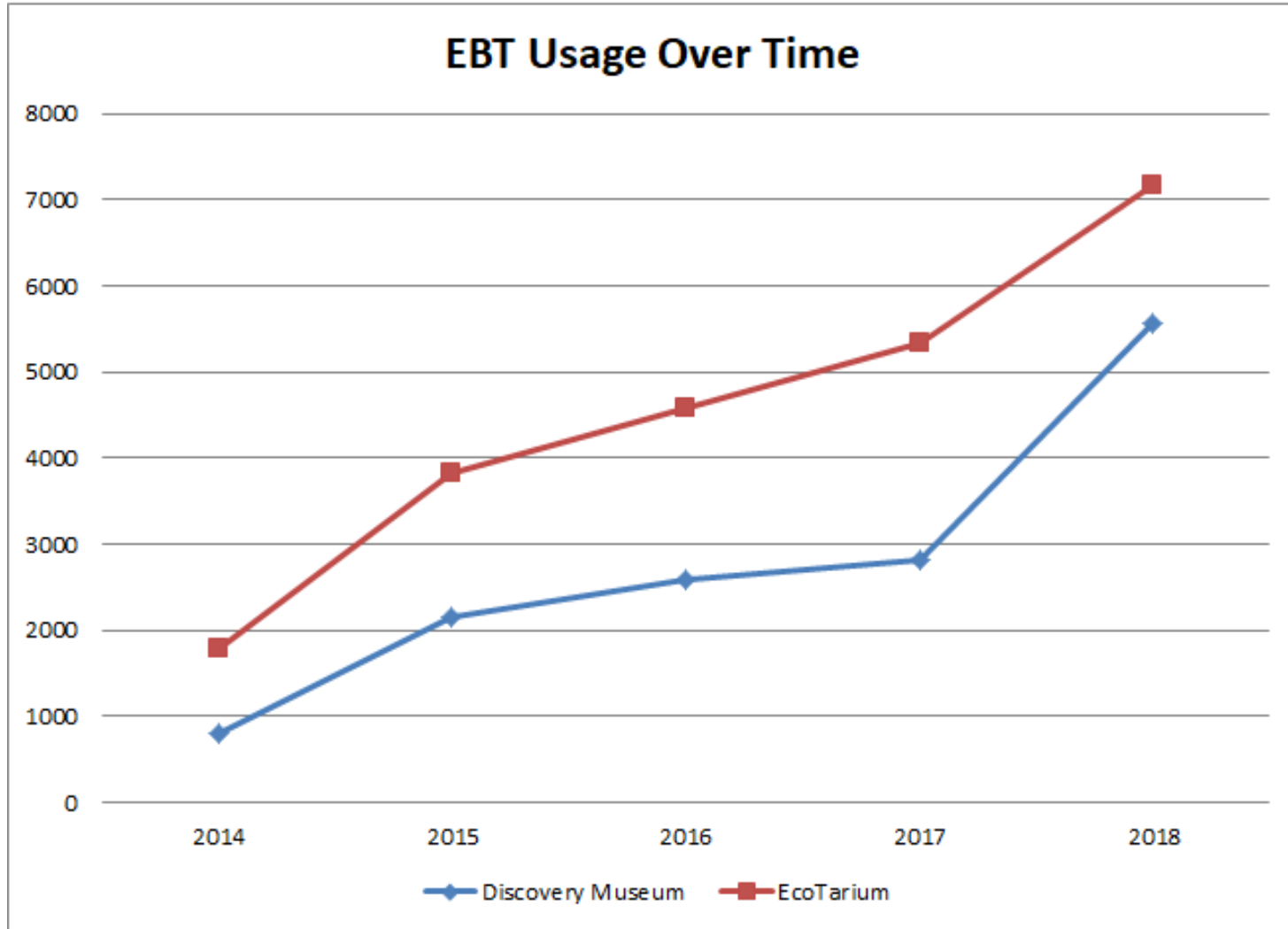
BARRINGTON STAGE COMPANY
AWARD-WINNING THEATRE IN DOWNTOWN PITTSFIELD



SPRINGFIELD MUSEUMS
ART • HISTORY • SCIENCE • SEUSS IN SPRINGFIELD

Your promotion makes a difference

15



- Over 370,000 visits from EBT cardholders in first two years
- Share the website
- Share the fliers
- Familiarize yourself with the sites near you

ConnectorCare Card to Culture



Neil Gordon, CEO of the Discovery Museum

“Getting your family out and having a rich learning family experience is part of a healthy life.”

– Neil Gordon, CEO of the Discovery Museum



Power of culture



Want to follow-up?

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