



UNIVERSITY OF CALIFORNIA, BERKELEY ART MUSEUM AND PACIFIC FILM ARCHIVE

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BAM/PFA ANNOUNCES ZIP CODE PROGRAM FOR NEIGHBORING COMMUNITIES

Berkeley, CA, May 11, 2010—Thousands of East Bay residents will have two opportunities to visit the BAM/PFA galleries and also to attend **L@TE: Friday Nights @ BAM/PFA** free of charge during the summer months of 2010.

Residents from selected East Bay zip codes are eligible for free admission on two dates each (see table, below). Thanks to generous underwriting from Bank of America, the Zip Code Program patrons will have access to all of the BAM/PFA galleries and exhibitions, including **What's It All Mean: William T. Wiley in Retrospect** (through July 18, 2010), **Brent Green: Perpetual and furious refrain** (through September 12, 2010), and the interactive indoor seating sculpture **Thom Faulders: BAMscape** (through November 30, 2011).

The program serves as a way to introduce locals to **L@TE: Friday Nights @ BAM/PFA**, the newest and most eclectic destination for art and performance in the East Bay. **L@TE** programming offers a little something for everyone—musical performances, expanded cinema screenings, performance art, spoken word, and more. **L@TE** events begin at 7:30 p.m. and happen on most Fridays. To find out more about upcoming **L@TE** events, visit <http://bampfa.berkeley.edu/late>.

BAM/PFA Director Lawrence Rinder says, “Programs like L@TE and the installation of *BAMscape* are initiatives that are transforming the museum into a more interactive destination. Our Zip Code Program is an invitation to some of our nearest neighbors to share in these new experiences.”

Each visiting adult must show a valid photo ID with proof of residency. The following items or combinations are acceptable: a driver’s license or state ID card; photo ID plus postmarked envelope, postcard, or magazine label with name, home address (not a P.O. Box), and date; photo ID plus utility bill (gas/electric/cable), bank statement, or letter from a government agency with name, home address (not a P.O. Box), and date. Only residents from the zip codes invited on the designated dates will be admitted free of charge. Up to four children under the age of 18 will be admitted with a parent.

The following schedule outlines the program by zip code neighborhoods:

**ZIP CODE PROGRAM
FREE DAYS 2010 SCHEDULE**

<u>Dates</u>	<u>Area</u>	<u>Zip Codes</u>
Jun. 4, Jul. 23	Hayward, Richmond, Crockett, El Sobrante	94850, 94525, 94541, 94545, 94803
Jun. 11, Jul. 30	Berkeley	94701, 94702, 94703, 94704
Jun. 18, Aug. 6	Oakland	94601, 94603, 94605, 94606
Jun. 25, Aug. 13	Oakland	94607, 94609, 94610, 94612
Jul. 2, Aug. 20	Oakland	94615, 94617, 94621, 94626, 94643
Jul. 9, Aug. 27	Richmond	94801, 94804, 94805, 94806, 94807
Jul. 16, Sept. 3	Berkeley, Emeryville, El Cerrito	94709, 94710, 94608, 94530

About L@TE: Friday Nights at BAM/PFA

Start your weekend in the BAM/PFA galleries! The galleries are open until 9 p.m. or later on most Fridays, with wine and beer available for purchase in the lobby and DJ or ambient music beginning at 6 p.m., and an array of performances and other programs in Gallery B at 7:30 p.m.

A New Sponsor for L@TE

We are delighted to welcome Bank of America as the corporate sponsor of L@TE this season. Last year, Bank of America provided funding toward the exhibition **Human/Nature: Artists Respond to a Changing Planet**. We look forward to a continued partnership to make the arts engaging, inclusive, and accessible for the East Bay community and beyond!

Credit

L@TE is made possible in part by Bank of America, the Tin Man Fund, and the continued support of the BAM/PFA Trustees. Special thanks to our media sponsors, *East Bay Express* and *San Francisco Bay Guardian*.

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About BAM/PFA

The Berkeley Art Museum and Pacific Film Archive (BAM/PFA) is the visual arts center of the University of California, Berkeley, one of the nation's leading research universities. BAM/PFA believes that art inspires the imagination, supports learning at all ages, and contributes to positive social change. One of the largest university art museums in the United States in both size and attendance, BAM/PFA presents 15 art exhibitions and 450 film programs each year. Website: bampfa.berkeley.edu.

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