

FOR IMMEDIATE RELEASE**ASHK AND AYALA MUSEUM ANNOUNCE EXCITING NEW BENEFITS FOR MEMBERS**

(Hong Kong, January 27, 2017) Asia Society Hong Kong Center (ASHK) and Ayala Museum today announced a new partnership that will see reciprocal benefits for members of the two institutions.

Under the new partnership, ASHK members, upon presenting their valid membership cards, will enjoy free entry to the Ayala Museum in Manila, Philippines, and their guests will have access to the discounted admission rate. Also, ASHK members will enjoy additional privileges, including discounted rate on museum-related programs, discount on selected Museum Shop items and discounted access to the Filipinas Heritage Library at Ayala Museum.

“We are excited to partner with Ayala Museum in bringing exclusive benefits to members of the two great arts and culture institutions in the region,” said **S. Alice Mong**, Executive Director of Asia Society Hong Kong Center. “The partnership will create positive and impactful synergies in Asia Pacific, as art lovers can enjoy world-class exhibitions and thought-provoking programs in Hong Kong and Manila with a single membership.”

Suyin Lee, Executive Director of Asia Society Philippines, commented: “Asia Society Philippines is privileged to partner with Ayala Museum, one of the country’s premier museums, and we are proud to extend the partnership between Asia Society and Ayala Museum beyond the Philippines. This partnership between Asia Society Hong Kong Center and Ayala Museum creates a concrete avenue for strengthening inter-regional cultural exchange.”

Ayala Museum members, on the other hand, will enjoy free admission to the Chantal Miller Gallery and member’s rate for ASHK programs. Additionally, they will get exclusive discount and benefits when shopping at the Asia Society Store.

“The Ayala Museum is a proud partner of Asia Society in various projects over the past few years, and Asia Society Hong Kong Center is our first partner in this membership endeavor,” noted **Mariles L. Gustilo**, Senior Director for Arts & Culture at the Ayala Foundation. “We foresee a strengthened collaboration through co-presented programs, opportunities for learning and cultural exchange, and yearlong benefits enjoyed by members of both institutions. This initiative is part of Ayala Museum and Asia Society’s commitment in bringing world-class exhibitions to our global community.”

The partnership will be reviewed on an annual basis, and the effective date will be announced at a later day, subject to the signing of the Memorandum of Understanding by both parties.

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About Asia Society Hong Kong Center

Asia Society Hong Kong Center is a leading non-governmental organization and intellectual hub that fosters cross-cultural understanding and promotes dialogue and better understanding of Asia. The Center provides insight, generates ideas, and promotes collaboration to address present challenges and create a brighter shared future across the fields of arts and culture, business and policy, and education.

About Asia Society

Founded in 1956 by John D. Rockefeller III in New York, and with a worldwide network of 12 centers, Asia Society is a key educational institution dedicated to promoting mutual understanding and strengthening partnerships among peoples, leaders, and institutions of Asia and the United States in a global context.

About Ayala Museum

Ayala Museum, located at the heart of the Makati Central Business District, Philippines, is a breathing space amidst the hustle and bustle of Metropolitan Manila. Whenever visiting the country, the museum is surely one of the best places to lose yourself in amazing contemporary art and uplift your spirit through the Philippines' inspiring history.

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