



THE CULTURAL ACCESS PASS PROGRAM CELEBRATES THREE YEARS OF INTRODUCING NEW CANADIAN CITIZENS TO CANADA'S ARTS AND CULTURE COMMUNITIES

CAP program now reaches 98 per cent of new Canadian citizens; offers new Canadian citizens travel and tourism opportunities from coast-to-coast

Toronto, June 16, 2011 – The Institute for Canadian Citizenship's (ICC) Cultural Access Pass (CAP) program today celebrates three years of outstanding growth. In this short period, the CAP program has grown to reach 98 per cent of new Canadian citizens through citizenship ceremonies across Canada. Up to eighty new citizens sign up to CAP each day and more than 28,000 new Canadian citizens have been exposed to the program since its inception.

Have CAP, can travel

Effective immediately, CAP members from anywhere in Canada can visit any of the more than 160 CAP attractions across Canada (museums, galleries and discovery centres) for free for one year from the time they become a Canadian citizen. This coast-to-coast access to cultural attractions reflects CAP's evolution from a regional to a truly national program for all new Canadian citizens.

"Giving new Canadian citizens access to all CAP attractions right across Canada gives them a wonderful opportunity to explore even more of their new country as they travel," says Gillian Hewitt Smith, Executive Director and CEO, Institute for Canadian Citizenship. "It also opens the possibility for the ICC to pursue relationships with national partners and expand the number and types of doors open to CAP members."

"I'm very excited to know that CAP will now be national," said new citizen and CAP member Yan Wu. "It's wonderful that the pass can take me to any CAP attraction in Canada! I can't wait to travel with it."

About the Institute for Canadian Citizenship

The Institute for Canadian Citizenship is a national, non-profit organization that engages Canadians in citizenship through innovative programs, campaigns and partnerships designed to ensure new citizens are welcomed and included as equals, to create meaningful connections among all Canadian citizens and to foster a culture of active, engaged citizens. Our Building Citizenship program brings together new and established Canadians at community citizenship ceremonies; our Cultural Access Pass (CAP), generously supported by the Canadian Museums Association and the RBC Foundation, offers new citizens the chance to visit more than 160 museums and galleries across Canada for free for a full year from the time they're sworn in; and our annual LaFontaine-Baldwin Symposium fosters a debate on the future of Canada's civic culture. The ICC was founded and is co-chaired by the Right Honourable

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