

Press Release – 23 November 2011

THE HEPWORTH WAKEFIELD BIDS TO BECOME THE NATION'S FAVOURITE
FAMILY FRIENDLY MUSEUM

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The Hepworth Wakefield is asking people to help support their bid to become the nation's favourite 'family-friendly' museum. Now in its sixth year, The Family Friendly Museum Award is Britain's biggest museum award in Britain and the only one judged by families. Kids in Museums, sponsored by The Daily Telegraph, is now accepting nominations ahead of next year's judging.

Launched with the support of poet and broadcaster Michael Rosen, a panel of distinguished judges chaired by Jenny Abramsky, Chair of the Heritage Lottery Fund, will draw up the awards shortlist, to be announced in April 2012. The winner will then be announced in May 2012, determined by several families who will visit the six shortlisted museums anonymously to measure the museums against the Kids in Museums Manifesto - '20 ways to make a museum family friendly'.

Simon Wallis, Director of The Hepworth Wakefield said: "I'm very proud of what has been achieved in our first six months of opening and know that a huge part of what we are about is creating a family friendly environment with an inspiring programme of events and activities for visitors of all ages. It would be a wonderful to win this prestigious award, to keep encouraging families to visit us regularly as they now do. I urge everyone to spend just a couple of minutes sending in their nominations and help us to become the nation's number one family friendly museum."

Nominations must submitted by Friday 2 December 2011. People can support the gallery's bid by:

- Recording your nomination on camera at the gallery on Saturday 26 November, 1-4pm.
- Filling out a comments card or email comments to learning@hepworthwakefield.org
- Sending your nomination to Kids in Museums by email to: award@kidsinmuseums.org.uk or by post: Family Friendly Museum Award Kids in Museums, 49-51 East Road, London, N1 6AH.
- Asking friends and family to support us, spread the word on Twitter, Facebook.

Natalie Walton, Head of Learning for The Hepworth Wakefield said: "The gallery has received lots of wonderful comments for its commitment to family learning. If you have enjoyed your visit to the gallery, but forgot to tell us, now's your chance to do it - we need and value your support!"

Since it opened 6 months ago, the gallery has received widespread critical acclaim, won two major awards, outstripped the initial annual visitor target of 150,000 visitors by welcoming 320,000 people through its doors. This includes 15,000 children and 10,000 adults who have taken part in a learning programme of free resources, drop-in family activities and pre-bookable workshops.

For more information about The Hepworth Wakefield visit: www.hepworthwakefield.org or call 01924 247360. For more information about the awards visit: www.kidsinmuseums.org.uk/awards

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MEDIA ENQUIRIES:

For information on The Hepworth Wakefield, or to request images or interviews please contact:

Naomi Roberts 01924 247392 / naomiroberts@hepworthwakefield.org

Hollie Latham 01924 247391 / hollielatham@hepworthwakefield.org

EDITOR'S NOTES:

THE HEPWORTH WAKEFIELD

The gallery is at the heart of Wakefield's regeneration. Designed by the internationally acclaimed practice, David Chipperfield Architects, The Hepworth Wakefield measures 5,000 square metres and is the UK's largest purpose-built gallery for over 40 years (since The Hayward in London, built in 1968). The gallery opened 21 May 2011 and has already attracted over 320,000 visitors.

The Hepworth Wakefield is funded by Wakefield Council and Arts Council England with additional funding from a number of charitable trusts and private individuals. Clare Woods' *The Unquiet Head* is supported by the Audrey & Stanley Burton Charitable Trust.

Selected events in The Hepworth Wakefield Autumn/Winter programme are supported by the Art Fund, a fundraising charity which helps UK museums and galleries to buy, show and share art.

The riverside play area is part of the Three Area's Project into Change4Life, which is funded by NHS Wakefield District and Wakefield Council, as well as allocated funds via the Governments Playbuilder Capital Programme.

The Hepworth Wakefield is proud to be a partner of All Points North, an initiative set up to profile major contemporary art spaces, events and festivals happening across the North of England this Autumn. Visit www.allpointsnorth.info

The Hepworth Wakefield, Gallery Walk, West Yorkshire, WF1 5AW

Free admission

Open Tuesday – Sunday, 10am – 5pm

Closed Mondays (except for Bank Holidays and school holidays)

10am – 9pm Third Thursday of every month

Closed Christmas Day and Boxing Day

www.hepworthwakefield.org

01924 247360