



International Center of Photography

media release

FOR IMMEDIATE RELEASE

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**The International Center of Photography Joins Bank of America
Museums on Us® Program**

*Free museum access to bank cardholders at the International Center of
Photography
and 150 other museums across the U.S. on the first full weekend of
each month*

*February 4, 2011, New York, NY - The International Center of
Photography (ICP) announced today its participation in the Bank of
America Museums on Us® program, which provides Bank of America and
Merrill Lynch cardholders free general admission to 150 of the
nation's finest arts, cultural, and educational institutions during
the first full weekend of every month.*

*To qualify for the Museums on Us program, Bank of America/Merrill
Lynch customers simply present their credit or debit card and a valid
photo ID to gain free general admission* to any participating
institution.*

*"We are delighted to join our neighbor Bank of America in this
exciting program to reach a larger population and welcome new visitors
to our current and upcoming exhibitions and educational programs,"
said Willis Hartshorn, Ehrenkranz Director, International Center of
Photography.*

*The Museums on Us program, now in its 14th season, has experienced
major growth in recent years due to increased demand, bringing the
total geographic reach to 85 cities in 29 states.*

"We are proud to partner with the International Center of Photography to enable residents and visitors to take part in exploring culture," said Jeff Barker, Bank of America New York City President. "By continuing to support and expand our *Museums on Us* program, we offer our customers access to diverse arts and cultural resources and help our non-profit partners increase their audiences."

For a complete listing of *Museums on Us* participating museums and other program information, visit www.bankofamerica.com/museums.

*MOU is not valid for special exhibitions, fundraising events or ticketed shows. Not to be combined with any other discounts or offers. Free admission does not guarantee reservation. Offer valid the first full weekend of each month through December 3 and 4, 2011.

INTERNATIONAL CENTER OF PHOTOGRAPHY

The International Center of Photography (ICP) was founded in 1974 by Cornell Capa (1918-2008) as an institution dedicated to photography that occupies a vital and central place in contemporary culture as it reflects and influences social change. Through our museum, school and community programs, we embrace photography's ability to open new opportunities for personal and aesthetic expression, transform popular culture, and continually evolve to incorporate new technologies. ICP has presented more than 500 exhibitions, bringing the work of more than 3,000 photographers and other artists to the public in one-person and group exhibitions and provided thousands of classes and workshops that have enriched tens of thousands of students. Visit www.icp.org for more information.

1133 Avenue of the Americas at 43rd Street
New York, NY 10036
www.icp.org

Hours: Tuesday-Thursday 10am-6pm; Friday 10am-8pm; Saturday-Sunday 10am-6pm.

Closed Mondays, and New Year's Day, July 4, Thanksgiving, and Christmas.

Transportation: By bus M5, M6, M7 to 42nd Street. By subway B, D, or F to 42nd Street; 1, 2, 3, 7, N, Q, R, or S to Times Square; A, C, or E to 42nd Street/Port Authority

BANK OF AMERICA AND THE ARTS

As one of the world's largest financial institutions and a major supporter of arts and culture, Bank of America has a vested interest and plays a meaningful role in the international dialogue on cultural understanding. As a global company, Bank of America demonstrates its commitment to the arts by supporting such efforts as after-school arts programs, grants to help expand libraries, programs to conserve artistic heritage as well as a campaign to encourage museum attendance. Bank of America offers customers free access to more than 150 of the nation's finest cultural institutions through its acclaimed

Museums on Us® program, while Art in our Communities® shares exhibits from the company's corporate collection with communities across the globe through local museum partners. The Bank of America Charitable Foundation also provides philanthropic support to museums, theaters and other arts-related nonprofits to expand their services and offerings to schools and communities. Bank of America partners with more than six thousand arts institutions worldwide.

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