

## **IN 2018, THE BELVUE MUSEUM WILL BE FREE EVERY WEDNESDAY AFTERNOON!**

**As of 1 January 2018, a visit to the BELvue museum in Brussels will be free every Wednesday afternoon. The Museum hopes that this will make it more accessible to families and associations.**

Managed by the King Baudouin Foundation, the BELvue museum has as its mission to raise public awareness, particularly among young people, about Belgium, its history, how it functions and its particularities. The museum has always tried to attract as wide a public as possible by offering reasonable and reduced prices throughout the year, depending on the type of visitor. And through its long-standing partnership with Article 27 and Paspartoe the museum has already been able to attract visitors from all backgrounds.

The introduction of a free half-day each week lends further support to this approach and it means that everyone can now visit the museum, free of charge and without any preliminary steps or registration.

Wednesday afternoons are a special time for children and so the museum will be providing the perfect opportunity for parents and grandparents, as well as extra-curricular clubs and organisations, to visit the museum free of charge.

Furthermore, the numerous associations that provide cultural excursions for people in need often have limited financial means. By offering a free afternoon each week to all its visitors, the museum hopes to attract more voluntary associations, as well as individual visitors who are perhaps less able to pay for their own ticket to the museum.

And that's not all! In 2018, the BELvue museum will also be developing a number of special activities for particular groups, such as an intergenerational visit for grandparents and their grandchildren and a special audio guide for themed trails.

### **BELvue press contact**

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