



Dear Colleagues:

The New Jersey Historical Commission is pleased to partner with the New Jersey State Council on the Arts to launch a program designed to provide broad access to cultural experiences. We have teamed up with the NJ Departments of Human Services (DHS) and Health (DOH) to create the Families First Discovery Pass program. The program provides families and individuals enrolled in state assistance nutrition plans with greater access to arts and history organizations. The program may also help cultural organizations engage new audiences with the goal of building long-lasting relationships.

Many of our arts and history organizations have identified engaging diverse cultural and socio-economic populations as a top priority. Under this initiative, we encourage organizations to enroll so that they can offer discounted or free admission to individuals and families with a Families First card or WIC folder. These cards are issued by DHS and DOH to families in transitional assistance programs, including SNAP (food stamps), TANF (welfare), WIC (nutrition assistance for women, infants, and children), and Childcare Assistance programs.

We will work with all participating organizations to strengthen communication tools to help reach families participating in these assistance programs. At the same time, the New Jersey Historical Commission and New Jersey State Arts Council, DHS, and DOH will be promoting the arts and history organizations participating in the program directly to the 450,000 cardholders, highlighting our shared commitment to serving all New Jerseyans.

I invite you to join the Families First Discovery Pass program. For more information see the [guidelines](#) or [Frequently Asked Questions](#).

[SIGN UP TO JOIN THE PROGRAM](#)

Sign up by May 1st to be included in the launch and the free promotional materials. If you have more questions, please contact Niquole Primiani at 609-943-3307 or at Niquole.primiani@sos.nj.gov. I look forward to working together to ensure equitable access to New Jersey's arts and history organizations for all New Jersey individuals and families.

Sincerely,

A handwritten signature in blue ink that reads "Sara Cureton".

Sara Cureton
Executive Director
New Jersey Historical Commission