



Make Spring Break Special with the STEP Card

FOR IMMEDIATE RELEASE—March 3, 2025—(Santa Fe, NM)—The Georgia O’Keeffe Museum, IAIA Museum of Contemporary Native Arts (MoCNA), the Santa Fe Botanical Garden, the Santa Fe Children’s Museum, El Rancho de Las Golondrinas, and New Mexico Museum of Art are proud to partner together for the Share the Experience Pass (STEP). With the STEP card, community members can visit any or all of the partner institutions, free of charge.

To use STEP, individuals check out the pass from their participating local library. STEP provides free admission for up to six people at participating cultural institutions. Users must return the card within 14 days.

Just in time for Spring Break, the Share The Experience Pass is now available at participating Santa Fe area libraries:

Georgia O’Keeffe Museum Research Center Library	Pueblo de Abiquiú Library & Cultural Center	P’oe Tsawa Community Library
Santa Fe Public Library – Main Branch	Española Public Library Pueblo de Cochiti Library	Embudo Valley Library & Community Center
Santa Fe Public Library – La Farge Branch	Santa Clara Pueblo Community Library	Taytsugeh Oweengeh Library (Tesuque)
Santa Fe Public Library – Southside Branch	Vista Grande Public Library	Truchas Library
Santa Fe Community College Library	Pueblo of Pojoaque Public Library	Santo Domingo Pueblo Library
Institute of American Indian Arts Library		San Ildefonso Pueblo Library El Rito Public Library

“The STEP card is a great way to make memories with your family at no cost,” Grace Almanza, Manager of Youth and Family Learning, said. “We have grown the number organizations participating in STEP, added many more locations where the card can be checked out and continue to see the number of users rise year after year. We hope previous STEP card users and new users alike continue to take advantage of such a great community partnership.”

Last year, more than 500 individuals used the STEP pass for free admission at the Georgia O’Keeffe Museum, averaging almost eight families or groups per month.

###

For media inquiries, contact:

Renee Lucero

Public Relations Manager, Georgia O’Keeffe Museum

505-946-1063

rlucero@gokm.org

ABOUT THE GEORGIA O’KEEFFE MUSEUM: Since 1997, the Georgia O’Keeffe Museum celebrates the art, life, and independent spirit of Georgia O’Keeffe. Located in Santa Fe, New Mexico, where Georgia O’Keeffe lived the final decades of her life, the O’Keeffe has sites and experiences in two historic destinations, Santa Fe and Abiquiú. For more information, please visit gokm.org