

MUSKEGON MUSEUM OF ART

296 W. Webster Ave., Muskegon MI 49440
231.720.2571 MuskegonArtMuseum.org

MEDIA CONTACT:
Kristina Broughton
Director of Marketing
Phone: 231.720.2574
kbrought@muskegonartmuseum.org

EMBARGOED UNTIL JUNE 10 at 11 a.m.

MEDIA ADVISORY

\$12 MILLION GIFT TO MUSKEGON MUSEUM OF ART BOOSTS MICHIGAN'S STATUS IN PROMOTING ART BY WOMEN

What: Press event to announce \$12 million gift to the Muskegon Museum of Art

When: Friday, June 10, 2022, 11 a.m.

Where: Muskegon Museum of Art, Cannon Gallery, 296 W. Webster Ave., Muskegon, Mich. 49440

Please **sign in first** at the Museum Store before heading for the gallery.

Who: Muskegon Museum of Art Board of Trustees Chair (Frank Bednarek), Muskegon Museum of Art Executive Director (Kirk Hallman), Steven Alan Bennett and Dr. Elaine Melotti Schmidt

Details will be released on the \$12 million gift to the Muskegon Museum of Art (MMA) from two of the country's leading art collectors, Steven Alan Bennett and Dr. Elaine Melotti Schmidt. Their generous gift will place the MMA on the map as being home to one of the few museums in the world to have a dedicated space solely for the work of women artists. A portion of their gift will also aid in the development of the highly anticipated and much-needed expansion of the museum.

Media representatives will receive a fact sheet and QR code for additional information and media assets. Videography and photography are encouraged, but no flash photography is permitted within the museum. Questions and interviews with the media will be held following the presentation. Light refreshments will be provided.

Additional opportunities for video, photographs, and interviews will be available at the groundbreaking ceremony on Saturday, June 11, 4:30 p.m.

To schedule interviews, contact Kristina Broughton at number/email address above.

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