



**For Immediate Release**

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**OGDEN MUSEUM OF SOUTHERN ART TO PARTICIPATE IN GIVE NOLA DAY 2017**

*GiveNOLA Day is May 2, 2017*

**NEW ORLEANS – April 24, 2017**

The Ogden Museum of Southern Art announces its participation in GiveNOLA Day 2017 and invites New Orleans residents to donate to the Ogden Museum on May 2<sup>nd</sup> and help support the Museum's mission to broaden the knowledge, understanding, interpretation and appreciation of the visual arts and culture of the American South through its events, permanent collections, changing exhibitions, educational programs, publications and research.

Supporting the Ogden Museum of Southern Art on GiveNOLA Day benefits the whole city of New Orleans. Having cultural institutions in our communities provides a sense of collective identity, improves a community's image, builds social capital, and promotes cultural diversity. Cultural non-profits spent \$7.1 million in New Orleans in the year 2015, as detailed in a report by New Orleans' Office of Cultural Economy. These dollars infuse our local economy, contributing to local government through sales taxes, and in turn allowing for more spending in the local economy. In 2016, the Museum welcomed over 85,000 visitors from all 50 states and 64 countries around the world.

In addition to local economic impacts, donating to the Museum has a positive effect on the students of Orleans and Jefferson parishes. Exposing students to the arts improves problem-solving, critical thinking, empathy, language development, and social skills. A 2013 study by Americans for the Arts states that young people who participate regularly in the arts are four times more likely to be recognized for academic achievement, to participate in a math or science fair or to win an award for writing an essay or poem than children who do not participate. Despite these remarkable statistics, nearly 60% of Louisiana schools have no budget for arts education. The Ogden Museum strives to fill this gap for thousands of students each year.

Donations on GiveNOLA day can help support various programs at the Ogden Museum, including:

- Ogden Museum [Summer Camp](#) scholarships for local students
- Free Family Days at the Museum
- [Ogden After Hours](#), the Museum's weekly community entertainment series featuring local musicians
- The Ogden Museum's [Teen Docent](#) Program
- The Museum's [Artists and Sense of Place Residency](#) program, which brings local artists to elementary school classrooms
- [School tours](#) for Jefferson and Orleans parish students

- Craft and artist community workshops at the museum
- The Ogden Museum's [exhibitions](#)

“Donations made on GiveNOLA day provide vital funds that make the Ogden Museum’s daily operations possible, including our dynamic slate of annual exhibitions, our award-winning educational programming, and our weekly entertainment series, Ogden After Hours. We are deeply grateful for our donors, on GiveNOLA Day and every day!” – Amelia Whittington, Membership & Development Manager, Ogden Museum of Southern Art.

### **About GiveNOLA Day:**

GiveNOLA Day is a 24-hour event hosted by the Greater New Orleans Foundation to inspire people to give generously to nonprofit organizations that are making our region stronger, creating a thriving community for all. GiveNOLA Day raises money for the community, brings new donors to local nonprofits, and shows that anyone can be a philanthropist.

### **About the Ogden Museum:**

Located in the vibrant Warehouse Arts District of downtown New Orleans, Louisiana, the Ogden Museum of Southern Art holds the largest collection of Southern art and is recognized for its original exhibitions, public events, and educational programs which examine the development of visual art alongside Southern traditions of music, literature, and culinary heritage to provide a comprehensive story of the South. Established in 1999 and in Stephen Goldring Hall since 2003, the Museum welcomes more than 80,000 visitors annually, and attracts diverse audiences through its broad range of programming including exhibitions, lectures, film screenings, and concerts which are all part of its mission to broaden the knowledge, understanding, interpretation, and appreciation of the visual arts and culture of the American South.

The Ogden Museum is open daily from 10AM-5PM with extended hours on Thursdays from 6-8PM for Ogden After Hours. Admission is free to Museum Members and \$13.50 for adults, \$11 for seniors 65 and older, \$7.25 for children ages 5-17 and free for children under 5.

The Ogden Museum is free to Louisiana Residents on Thursdays from 10AM-5PM courtesy of The Helis Foundation. The Helis Foundation is a Louisiana private foundation, established by the William Helis Family. The Art Funds of the Helis Foundation advance access to the arts for the community through contributions that sustain operations for, provide free admission to, acquire works of art, and underwrite major exhibitions and projects of institutions within the Greater New Orleans area.

The Museum is closed Martin Luther King Day, Lundi Gras and Mardi Gras, July 4th, Labor Day, Thanksgiving Day, Christmas Day and New Years Day.

The Museum is located at 925 Camp Street, New Orleans Louisiana 70130. For more information visit [ogdenmuseum.org](http://ogdenmuseum.org) or call [504-539-9650](tel:504-539-9650).