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CHRISTOPHER MILNE ELECTED TO LEAD ERIC CARLE MUSEUM BOARD

As Founders Step Back and New Trustees are Elected, Young Museum Prepares for a New Phase of Growth and Change

Amherst, Mass. (November 14, 2005) – The Eric Carle Museum of Picture Book Art has announced that Christopher B. Milne, a founding member and Treasurer of the Museum’s Board of Trustees, has been elected as its new Chairman. Mr. Milne, a local business and community leader, takes over the Chairmanship reins from Museum Founder Barbara Carle, whose term ended in September.

“Eric and I are thrilled to have seen our dream of building a Museum dedicated to the art of the picture book come to fruition,” stated Barbara Carle, “It is now time that we as founders entrust its vision and work to others, so that the Museum is able not only to stand on its own, but to grow and flourish as a national resource for visual literacy and learning. We’re confident that Chris Milne will be an excellent steward of the Museum and its mission in this next phase of its evolution.”

“In helping to create the Museum, Eric and Barbara Carle have given this country an unparalleled cultural and education resource, said Nick Clark, the Museum’s Director, “We will miss Barbara’s visionary leadership, but are grateful for her continued support and guidance as we embark on an exciting new phase of growth and change.” Speaking of Chris Milne’s election, Clark added, “Chris’s strong commitment to the Museum and his experience and connections within the community are great assets as we work toward our goals of building an endowment to support the Museum in perpetuity and raising awareness on the national stage of the Museum and its work.”

Chris Milne is President and CEO of Gage-Wiley & Co. Inc., a 72-year-old Northampton, MA-based investment brokerage firm, and it’s affiliated investment advisory firm, New England Capital. He has served on the boards of Cooley Dickinson Hospital, Hampshire College, the Community Foundation of Western Massachusetts, Center for the Arts in Northampton, and the Xeric Foundation, and served as financial advisor or portfolio manager for numerous other non-profit organizations.

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“It has been an honor to work in support of this extraordinary project since its inception, and now to have been chosen by my fellow trustees to help position the Museum for the future,” said Milne of his election. Citing fundraising as a top priority of his chairmanship, Milne added, “The Museum’s annual operating budget is currently \$1.9 million, of which more than 75% must be raised each year through contributions. Our first order of business is to devise a strategy to relieve that annual requirement and to ensure the long-term stability of the organization through the building of an endowment.”

In addition to Milne’s appointment, the Museum announced the election of two new members to the Board of Trustees. They are Leslie Cooper of New York, NY, a friend and longtime supporter of the Museum, and Gregory S. Prince, Jr. of Norwich, VT, former President of Hampshire College and visionary behind the college’s Cultural Village, of which the Museum is part.

Speaking of his new appointment, Greg Prince said, “I am delighted to be working with an organization that is committed to nurturing the creativity of young people and the appreciation of creativity among all ages. In a period with so much emphasis being placed on the knowledge economy and the importance of knowing more, it is critical to remember that it is our creativity that produced the knowledge. Stifle that creativity and the economy and much more suffer. The Eric Carle Museum and the other tenants in Hampshire College's Cultural Village are a reminder that creativity is the starting point for a healthy society.”

The Eric Carle Museum of Picture Book Art is a non-profit organization dedicated to exploring the role of visual art in children’s literature from around the world. Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books printed in 30 languages, including the 1969 classic *The Very Hungry Caterpillar*, the Museum offers exhibitions and programming that encourage inquiry, foster an appreciation for the visual arts, and engage, delight, and inspire children and families.

The Museum—which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, and a popular Café and Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Saturday, 10 a.m. to 4 p.m. and Sunday 12 noon to 4 p.m. Admission is \$7 for adults, \$5 for children under 18, and \$20 for a family of four. For further information and directions, call 413-658-1100 or visit the Museum’s website at www.picturebookart.org.

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