

Media Contact:

Nora Maroulis
Director of Development & Marketing
(413) 658-1111 / nora@picturebookart.org

FOR IMMEDIATE RELEASE

NEW MUSEUM RECEIVES NOD FROM THE MASSACHUSETTS CULTURAL COUNCIL

Three-Year Grant Represents Museum's First Government Funding

Amherst, Mass. (September 16, 2004) – The Eric Carle Museum of Picture Book Art announced today that it is among 411 organizations throughout the state to receive funding from the Massachusetts Cultural Council (MCC) through its \$3 million Organizational Support Grant Program. The Museum, which submitted its application in March of 2004, has been awarded a grant of \$8,980 each year over the next three years, the result of a favorable review by a panel of peers and high scores in the areas of Program Quality, Community Involvement and Benefit, and Organizational Capacity.

Nick Clark, Director of the Museum stated, “The staff and Trustees of the Museum are thrilled with the news of the MCC’s grant. It is important not only from a budgetary standpoint, but also acknowledges that what we’ve accomplished in such a short time is worthy of recognition and support.” Nora Maroulis, Director of Development and Marketing for the Museum added, “Such a ‘stamp of approval’—the Museum’s first from a government agency—bolsters staff moral and provides leverage when seeking funding from other sources.”

The largest of the MCC’s funding initiatives, the program provides matching grants to support the public programs and services of cultural organizations statewide. This year's allocations, down slightly from previous years, demonstrates the first increases in organizational support grants since MCC's budget was cut by 62% in 2002.

The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum’s goal to foster connections between visual and verbal literacy and to provide visitors of all ages and backgrounds with the confidence to appreciate and enjoy art of every kind.

(continued)

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 \$4 for adults, \$2 for children under 18, and \$10 for a family of six. For further information and directions, call 413-658-1100 or visit the Museum’s website at www.picturebookart.org.

#