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## FOR IMMEDIATE RELEASE

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## NEW MUSEUM ANNOUNCES MAJOR INAUGURAL YEAR CORPORATE AND FOUNDATION PATRONAGE

### Free Access Programs Will Be Target 30 Free Hours and CIT Free Thursday Evenings

New York, NY... Seven years in the making, the New Museum's glimmering new home on the Bowery in Manhattan will open with major corporate and foundation financial and in-kind support unprecedented in the institution's three-decade history. Patronage by each of these entities will enable the New Museum to welcome the public with a reinforced commitment to its mission to present new art and new ideas to broad and diverse audiences.

"The number of companies and foundations that have joined us on this remarkable journey and the level of their generosity are a tremendous vote of confidence in a transformed New Museum. These partnerships demonstrate that visionary organizations recognize supporting living culture is vital to the life of the city and a healthy society. We thank each one of our patrons for their unique and thoughtful commitment to the New Museum," said Lisa Phillips, Toby Devan Lewis Director.

From the moment that the Museum opens on its first public day, the benefits of patronage will be vividly felt. The grand reopening of the Museum will be celebrated with **Target 30 Free Hours**, in honor of the Museum's 30<sup>th</sup> anniversary—a weekend of uninterrupted, free-of-charge access to the much-anticipated premier exhibitions at the Museum's new SANAA-designed building. Beginning Saturday, December 1 at 12 p.m. and continuing through the night and following day until Sunday, December 2 at 6 p.m. This event is expected to draw thousands to the Bowery to experience the new New Museum. Additionally, Target has made possible **Target First Saturdays for Families**, an opportunity for families to enjoy the New Museum together free of charge on the first Saturday of each month. "At Target we believe that exposure to the arts opens our minds to different cultures, traditions and points of view and is for everyone to enjoy," said Laysha Ward, Vice President, Community Relations, Target. "Therefore, we are proud to sponsor Target 30 Free Hours at the New Museum of Contemporary Art, as a way to

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**MUSEUM**

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celebrate the Museum's 30th anniversary and new home, and to make the arts more accessible to families in the New York City area."

The opening week of the New Museum also launches **CIT Free Thursday Evenings**, which will create weekly complimentary access for the public all year long on Thursday nights, from 7 p.m. to 10 p.m., beginning December 6. Jeffrey M. Peek, Chairman and CEO of CIT, said, "CIT is proud to sponsor Free Thursdays at the New Museum. Our support will allow New Yorkers and visitors alike to enjoy some of the most outstanding contemporary art in the world and exemplifies CIT's longstanding support of the arts. It further highlights our commitment to redefining corporate giving as we leverage our resources, expertise and relationships to support innovative programs that broaden access and to promote New York City's world-renowned cultural institutions."

Both programs affirm the New Museum's commitment to offering audiences free access to new art and new ideas at one of the most significant moments in the Museum's history. "The New Museum was founded with the idea that the art of the present should be accessible to all inquiring minds," commented Lisa Phillips. "We are particularly fortunate that the Museum is opening with a re-affirmation of this commitment through the generous sponsorships of Target and CIT."

**Bloomberg LP** is supporting the Visitor Service Program, which will provide a new level of service to visitors, including personalized attention, greeters, docent tours, and informative printed and virtual information.

In addition to Target, CIT, and Bloomberg LP, other Inaugural Corporate Partners are **BNP Paribas**, lead sponsor of the major opening exhibition, "Unmonumental," and **Calvin Klein**, underwriter of the first opening week preview "First Look."

More than 15 corporations and foundations have provided lead support in the New Museum's inaugural year for specific projects and programs.

Lead corporate and foundation supporters are:

**INAUGURAL CORPORATE PARTNERS**

- Bloomberg LP
- BNP Paribas
- Calvin Klein
- CIT
- Target

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**LEAD INAUGURAL YEAR CORPORATE AND FOUNDATION SUPPORTERS**

- Altoids, lead sponsor of “The Altoids Prize” and exhibition
- American Express, lead sponsor of the “Bowery Artists Tribute”
- The Andy Warhol Foundation for the Visual Arts, major support for “Unmonumental”
- Banana Republic, global sponsor of “Elizabeth Peyton” exhibition and tour
- Carnegie Corporation, general operating support
- Deutsche Bank Americas Foundation, lead sponsor of the “Three M Project”
- Horace W. Goldsmith Foundation, major support for “Unmonumental”
- JPMorgan Chase Foundation, endowed fund for Professional Development Workshops for Teachers
- Third Millennium Foundation, lead foundation funder for “Museum as Hub”
- William Randolph Hearst Foundation, endowed fund for Education Programs

**MAJOR MARKETING SPONSORS**

- Bloomingdale's—Retail promotional partner and sponsor of in-store New Museum shops
- CBS Outdoor—Outdoor advertising sponsor

**ABOUT THE NEW MUSEUM**

Founded in 1977, the New Museum is the first and only contemporary art museum in New York City and among the most respected internationally, with a curatorial program unrivaled in the United States in its global scope and adventurousness. With the inauguration of our new, state-of-the-art building on the Bowery, the New Museum will be the destination for new art and new ideas.

**LOCATION, HOURS, AND ADMISSION**

The New Museum is located at 235 Bowery (at Prince Street between Stanton and Rivington Streets, one and a half blocks south of Houston)

The Museum will be open to the public Wednesday through Sunday, from 12 p.m. to 6 p.m. with extended evening hours on Thursday and Friday from 6-10 p.m. CIT is the lead sponsor of CIT Free Thursday Evenings (from 7-10 p.m). The Museum is closed to the public on Monday and Tuesday, except for prescheduled group tours on Tuesday.

General Admission: \$12  
Seniors: \$8  
Students: \$6  
18 and under: free

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# Bloomberg

## BLOOMBERG SUPPORT OF THE NEW MUSEUM OF CONTEMPORARY ART

Bloomberg is proud to sponsor the New Museum of Contemporary Art's Visitor Program combining new technology with trained staff to enhance visitors' experience as they explore the new home of the contemporary art museum designed by Sejima + Nishizawa / SANAA. Several features of the program include an interactive voice response phone system to enable patrons to download tours by telephones on their MP3 players. Visitors can also download tours from the New Museum web site. State-of-the art way finding signage will be positioned to facilitate movement and "greeters" will be available to answer questions. "The New Museum Visitor Program is a unique blend of high touch and high tech", says, New Museum director Lisa Phillips in describing the combination of technology and personal touch to create a warm and welcoming atmosphere for museum guests. "We are extremely grateful to Bloomberg for providing financial support and technical assistance to what promises to be a new model for patron services."

Bloomberg has a strong commitment to education and expanding access to art, science, and humanities. A major supporter of educational and cultural institutions worldwide, Bloomberg sponsors a wide range of educational and artistic initiatives—from exhibitions, to student fellowships, to public art installations—that promote both public awareness and appreciation. Bloomberg also underwrites audio tour programs at The Frederick Phineas & Sandra Rose Center for Earth and Space at the American Museum of Natural History, the Jewish Museum, The Metropolitan Museum of Art, The Museum of Modern Art in New York; and the Tate Modern Gallery in London. The company has also supported exhibitions at El Museo del Barrio, the Jewish Museum, the Whitney Museum of American Art, and the Serpentine Gallery in London, as well as public art projects organized by the Public Art Fund throughout New York City. Bloomberg currently is sponsoring "Provoking Magic: Lighting of Ingo Maurer" at the Cooper Hewitt.

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**BNP PARIBAS**

As the lead sponsor of the New Museum of Contemporary Art's inaugural exhibition, *Unmonumental*, BNP Paribas is proud to support the Museum at this important and exciting moment in its history. We appreciate the pioneering role the Museum has played over the last 30 years in creating a more vibrant and dynamic world by looking into the future of contemporary art to find new and exciting ways to bring it alive for the public. Through the BNP Paribas Foundation, we have long supported organizations around the world that share our contemporary spirit, especially those making important contributions to the arts and culture.

That spirit of looking ahead and recognizing the future is very much in line with our approach to business. Our committed and responsive employees have the creativity and ambition that lead to deep, close relationships with our clients and which drives us in our expansion in North America and elsewhere.

As the bank for a changing world, BNP Paribas and its 155,000 employees worldwide combine geographic and industry expertise gained over more than a century of experience with a genuine spirit of innovation and attention to help our clients succeed in today's increasingly complex global marketplace.

CIT is proud to sponsor CIT Free Thursdays at the New Museum. At CIT, Corporate Giving starts with a combination of financial capital, intellectual capital, and relationship capital. In essence, we aspire to deliver our best resources to our civic, cultural and academic partners to help them tap unrealized potential and meet unmet needs that matter. It's an innovative approach that goes beyond giving, or even giving back, to help realize new possibilities for the communities in which our employees, clients and investors live and work. We believe this is especially true with cultural, educational, health and social service organizations that make the world a better, safer and healthier place.

CIT's support of the New Museum exemplifies our longstanding commitment to New York City's world-renowned cultural institutions. Everyday we work to make corporate giving something more - together with our partner organizations, we leverage resources, expertise and relationships to support innovative programs that address their needs, uncover opportunities not realized before and broaden access to the arts and culture. We are delighted to be a part of this historic event.

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Founded in 1908, CIT (NYSE: CIT) is a global commercial finance company that provides financial products and advisory services to more than one million customers in over 50 countries across 30 industries. A leader in middle market financing, CIT has more than \$80 billion in managed assets and provides financial solutions for more than half of the Fortune 1000. A member of the S&P 500 and Fortune 500, it maintains leading positions in asset-based, cash flow and small business administration lending, equipment leasing, vendor financing and factoring. The CIT brand platform, Capital Redefined, articulates its value proposition of providing its customers with the relationship, intellectual and financial capital to yield infinite possibilities. [www.cit.com](http://www.cit.com).



## Targeting the Community in 2007

Since the day Target opened its doors in 1962, the company has dedicated five percent of its income to partnering with organizations to make positive changes in the community through education, the arts and safe families and communities. Today that translates to \$3 million every week.

Target believes in the power of partnerships with leading cultural institutions to foster creativity, promote learning and build stronger communities. Target therefore is proud to sponsor Target 30 Free Hours at the New Museum of Contemporary Art, as a way to celebrate the Museum's 30th anniversary and new home, and to make the arts more accessible to families in the New York City area, as exposure to the arts opens our minds to different cultures, traditions and points of view and is for everyone to enjoy.

Like the partnership with the New Museum, the Target signature programs are designed to inspire learning and enlighten children and families. These national initiatives include: Take Charge of Education®, Target Field Trip Grants, Ready. Sit. Read!, Target House® at St. Jude Children's Research Hospital® and Target Volunteers.

**-Take Charge of Education** is a school fundraising initiative that offers families, teachers and community members an easy way to designate an eligible K-12 school of their choice nationwide and have Target donate an amount equal to one percent of their REDcardSM (Target® Visa® Credit Card and Target Credit CardSM) purchases made at Target and Target.com\*. Recipient schools can then allocate these undesignated funds for anything they need, whether books, field trips, new classroom technology or supplies. Celebrating a 10-year milestone in 2007, Target has donated more than \$200 million to participating schools since the program's inception.

**-Target Field Trip Grants** launched in 2006 as a way to help educators bring learning to life for students. With schools facing increasing budget shortages each year, field trips are often one of the first elements eliminated from the curriculum. Target Field Trip Grants may be used to cover costs of transportation, entry fees, supplies and equipment and resource materials so that teachers may continue using the valuable experiential learning gained from field trips to enhance students' classroom studies. In the program's first year, Target awarded nearly \$800,000 in grants to 800 educators nationwide, benefiting more than 110,000 students. In 2007, Target has doubled the number of grants to 1,600, equaling \$1.6 million in funds.

**-Ready. Sit. Read!** is dedicated to fostering a life-long love of reading in children. The program, symbolized by the Big Red Chair, focuses on children from birth to age 9, and was developed in partnership with the United States Department of Education.

**-St. Jude Children's Research Hospital** in Memphis, Tenn., specializes in the research and treatment of pediatric cancer and other catastrophic childhood illnesses. **Target House** was built as a home-away-from-home where long-term patients can live with their families for free as they undergo treatment, giving them one less thing to worry about and allowing them to focus on getting better.

**-Target Volunteers** is a nationwide network of Target team member and retiree volunteers who annually donate more than 315,000 hours to more than 7,500 community-based projects.

For more information on Target's community involvement, visit [www.target.com/community](http://www.target.com/community).

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