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FOR IMMEDIATE RELEASE

## **Seeding Vitality Arts in Museums**

*Aroha Philanthropies to invest more than \$1 million in 20 museums to create quality learning opportunities for active older adults*

MINNEAPOLIS (September 7, 2018)- **Aroha Philanthropies**, in collaboration with the American Alliance of Museums and Lifetime Arts, has awarded grants to 20 museums through its **"Seeding Vitality Arts in Museums"** initiative to create and enrich arts learning programs for older adults in museums across the United States. Aroha's investment in this initiative will exceed \$1 million. Grantees include art museums, historical societies and houses, botanical gardens and a science center.

"Seeding Vitality Arts in Museums" addresses the urgent need to change the narrative about what it means to grow old in America, combat ageism, and promote a healthy change in attitudes toward aging as growth and older adults as contributors.

Each of the 20 museums will partner with Aroha Philanthropies to create three series of workshops that provide quality arts learning opportunities to active older adults and empower them to express their creativity.

The 20 selected grantees are:

Adventure Science Center – Nashville, TN; Albuquerque Museum Foundation - Albuquerque, NM; Anchorage Museum Association – Anchorage, AK; Craft and Folk Art Museum – Los Angeles, CA; Garfield Park Conservatory Alliance – Chicago, IL; Heard Museum – Phoenix, AZ; John Michael Kohler Arts Center – Sheboygan, WI; Museo de Historia, Antropología y Arte – San Juan, PR; Museum L-A – Lewiston, ME; Museum of Contemporary Art – Tucson, AZ; Naples Botanical Garden – Naples, FL; National Museum of Mexican Art – Chicago, IL; Neon Museum – Las Vegas, NV; Ohio Historical Society – Columbus, OH; Rutgers-Camden Center for the Arts – Camden, NJ; Smithsonian Institution – Washington D.C.; Speed Art Museum – Louisville, KY; The Louisiana Museum Foundation – New Orleans, LA; The Olana Partnership – Hudson, NY; and Union County Historical Society and Heritage Museum – New Albany, MS.

The American Alliance of Museums represents more than 35,000 individual museum professionals, institutions, and corporate partners serving the museum field. Lifetime Arts works nationally to build the capacity of organizations, agencies, and individuals to initiate, develop, implement, and sustain professionally conducted creative aging programs for the fastest-growing segment of the U.S. population.

### **About Vitality Arts**

Arts education programs – those that inspire and enable older adults to learn, make and share the arts in ways that are novel, complex and socially engaging – are a subset of the broad field of creative aging. They are led by teaching artists whose creative process and understanding of older adults bring connection, improved health and well-being, and a renewed sense of purpose to older adults in community and residential settings. Aroha Philanthropies champions arts programs that keep us vital, joyful and engaged by unleashing the transformative power of creativity in those 55+.

<https://www.vitalityarts.org>

### **About Aroha Philanthropies**

Aroha Philanthropies is devoted to the transformative power of the arts and creativity, inspiring vitality in those over 55, joy in children and youth, and humanity in adults with mental illness. We believe that learning, making, and sharing art enriches everyone throughout their lifetime. More information is available at [arohaphilanthropies.org](http://arohaphilanthropies.org).

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