



MISSISSIPPI MUSEUM *of* ART
380 South Lamar Street
Jackson, Mississippi 39201

For Immediate Release
Release: September 29, 2011

Media Contact: Julian Rankin
jrankin@msmuseumart.org
601-960-1515

**MMA Announces Mobile Giving Campaign
Donations Support The Art Garden at the Mississippi Museum of Art**

(Jackson, Miss.) ... The Mississippi Museum of Art (the Museum) announces a brand new mobile giving campaign to complete funding for The Art Garden at the Mississippi Museum of Art (The Art Garden), a 1.2 acre public green space in Downtown Jackson. Completion of the garden is a watershed moment in the urban revitalization of Jackson and a move toward a more cohesive cultural district in the city.

The Art Garden is made possible through the help of public and private partners from throughout the state and nation. Now, anyone with a cell phone can send a \$10 donation to support The Art Garden by texting MSART to 20222. Donors can give multiple times a month, depending on their carrier. Donations are tax deductible and are billed through monthly cell phone bills.

“Give by Cell is an ideal means to support a great cause; because of the accessibility and ease of giving, everyone can become a small but integral part in the large endeavor that is The Art Garden,” said Betsy Bradley, MMA director. “We also think this method of giving will appeal to a very broad section of our community, and in particular, young professionals and their families.”

The Art Garden's text giving program is certified by the Mobile Giving Foundation and is administered through Give by Cell. One of a select group of approved providers of mobile giving technology, Give by Cell is licensed by the Mobile Giving Foundation (MGF) to provide text message donation services. The company provides qualifying nonprofits with services to capture text message donations and reach a new generation of first-time donors. Give by Cell is a division of Guide by Cell Inc., the world's largest provider of mobile technologies to nonprofits and cultural institutions. Services include cell phone audio tours, text message services, iPhone and Smartphone applications, mobile web, and mobile training.

A one-time donation of **\$10.00** will be added to the user's mobile phone bill or deducted from a prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to the donor's mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the Mississippi Museum of Art by the Mobile Giving Foundation and subject to the terms found at www.hmgf.org/t. Messaging and data rates may apply. Users can unsubscribe at any time by texting **STOP** to short code 20222, or text **HELP** to 20222 for assistance.

Giving to The Art Garden, a public green space, supports not only art and urban renewal, but the larger Mississippi community and all visitors to the Capital City. The Art Garden completes Phase 2 of the Mississippi Museum of Art's project to redefine and enhance Downtown Jackson's cultural district. The Art Garden is complete with a performance stage capable of accommodating an

entire symphony orchestra, permanent outdoor art installations by some of Mississippi's most well-respected artists, and green spaces for visitors to relax, congregate, and engage with art in a variety of forms.

The Art Garden grand opening is October 1, 2011 in conjunction with the Town Creek Arts Festival at 380 South Lamar Street, Jackson, Miss. For more information about the The Art Garden and the Mississippi Museum of Art's exhibitions and programs, please call 601-960-1515 or 1-866-VIEW ART (843-9278), or visit www.msmuseumart.org.

The Mississippi Museum of Art and its programs are sponsored in part by the city of Jackson and the Jackson Convention & Visitors Bureau. Support is also provided in part by funding from the Mississippi Arts Commission, a state agency, and in part by the National Endowment for the Arts, a federal agency. The Art Garden and its programming are supported in part by an award from the National Endowment for the Arts.

###