



# NEWS RELEASE

For Immediate Release  
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## All or Nothing!

### Kresge Foundation Challenges MAM to Complete Campaign by End of 2006

#### MAM's Renaissance Campaign Goals:

**\$5,250,000 Total**

\$4.5 million bricks & mortar  
\$750,000 Endowment

**\$4,750,000 Raised to Date**

8 government grants  
10 Foundation Grants  
44 Business Gifts  
400 Individual Gifts

**\$500,000 left to raise**

**Kresge Challenge**

**Deadline:**

**December 31, 2006**

*Missoula*— Big news for the Missoula Art Museum (MAM)—The Kresge Foundation recently announced a \$225,000 Capital Challenge Grant award for renovation and expansion of the museum. MAM qualified for the grant having already raised initial funds. The next step: before receiving the \$225,000 check, MAM must complete the capital campaign by December 31, 2006. It is an “all or nothing” proposition.

MAM Campaign Co-Chair Vivian Brooke commented: “The Kresge Capital Challenge Grant is a tough one to receive and we are very proud. Now, at the end of our 3-year campaign, we have this exciting challenge that will bring new enthusiasm to the hardest part of any campaign—the home stretch! ”

MAM Director Laura Millin said: “I’m thrilled! We are on our way to closing the campaign while strengthening our donor base. Now is the time for donors who haven’t stepped forward to help MAM realize the dream. A \$225,000 check from The Kresge Foundation will be our reward.”

MAM’s capital campaign has been very successful—with \$4,750,000 raised— and is well on the way to a successful finale, thanks to literally hundreds of MAM supporters. Now, MAM appeals to those who haven’t stepped forward as yet, or those who wish to continue to help MAM complete the campaign that will secure the beautiful new home and future of contemporary art in western Montana.

**About The Kresge Foundation:** The Kresge Foundation is a prestigious national foundation with \$3 billion in assets, created by the personal gifts of Sebastian S. Kresge. Through its grant making programs, The Kresge Foundation seeks to strengthen nonprofit organizations by catalyzing their growth, connecting them to their stakeholders and challenging greater support through grants

#### **Contact:**

Laura Millin, Director, 406/728.0447 x224, lauramillin@missoulaartmuseum.org

