

FOR IMMEDIATE RELEASE

CONTACT: Rachel Ammon, Communications Director
610.525.0272, ext. 25
rammon@mainlineart.org

Generous Challenge Grant Paints a Brighter Future for Main Line Art Center
The Klorfine Foundation Pledges to Help the Art Center Meet Fundraising Goals

HAVERFORD, PA (April 7, 2009)— Main Line Art Center announces today that it received a generous challenge grant which will help ensure the Art Center's vitality during these turbulent economic times. The Klorfine Foundation pledges to match donations received to the Art Center between March 23 and August 31, 2009, up to \$25,000.

The Art Center invites everyone to take advantage of this wonderful opportunity to double your donation by supporting the Annual Fund during this time. Donations can be given online at www.mainlineart.org, over the phone (610.525.0272) or in person, and can be made in honor or memory of a friend or family member. The Art Center plans to transform a tree stump in the Art Center's parking lot to a giant paint brush to celebrate the challenge grant and the movement to paint a brighter future for the Art Center.

The Klorfine Foundation has a long history of supporting the arts in Philadelphia, and has had a connection to Main Line Art Center for many years.

"Now more than ever, the smaller arts institutions need help," says Leonard Klorfine, of The Klorfine Foundation. "Far too often, the arts are neglected by society in terms of monetary support. Art helps make our culture and our lives more interesting, and we want to do all we can to support the organizations that bring art to us."

Tuition and other fees cover less than 60% of Main Line Art Center's operating costs, so generous contributions from individuals, corporations, foundations, and government agencies help fulfill the Art Center's mission of "Art for Everyone." Tax-deductible donations provide direct support for art classes, workshops, lectures, exhibitions, and outreach programs for underserved communities, and help the Art Center reach more than 18,000 students and art patrons each year.

Founded in 1937 by a group of local artists, the Art Center has become a regional leader in visual arts education. Its extensive outreach programs and promotion of new artists through multiple exhibition opportunities help attract individuals new to the arts and cultivate support from art patrons. Main Line Art Center's building is accessible, and the Art Center is constantly striving to create a more inclusive learning environment.

For more information about making a donation to Main Line Art Center, or any of the Art Center's classes, camps, exhibitions and outreach programs, please visit www.mainlineart.org or call 610.525.0272.

###