

MMFA

Montgomery Museum of Fine Arts

FOR IMMEDIATE RELEASE

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MMFA Receives \$10,000 to Continue Bringing Wonder and Whimsy to Montgomery

Montgomery, AL – The Montgomery Museum of Fine Arts is pleased to announce it has received a \$10,000 grant from The Caring Foundation of Blue Cross Blue Shield of Alabama to support this year's *Flimp Festival*. The Caring Foundation of Blue Cross Blue Shield of Alabama awards annual grants through a competitive application and review process.

The funds from this grant will assist the Museum in achieving its goal of deepening engagement with the City, County, and Region's residents and visitors by engaging the region's families in a dynamic arts environment and creating diverse learning experiences through varied activities designed around a central theme and imaginative expressions. "The MMFA program dedicated to the very spirit of art-making—curiosity, creativity, and wonder—is the annual springtime festival we call *Flimp*," stated Angie Dodson, Museum Director. "This May 2nd, we invite the River Region's residents and visitors to join us for our *Flimp Festival*, a long-running event that was reimagined in 2019 and will be expanded and enhanced in 2020 thanks to the vision and generosity of The Caring Foundation of Blue Cross Blue Shield of Alabama. For many artists--be they 3 or 103--*Flimp* serves as a gateway into human creativity and art-making and is the Museum's widest and warmest invitation for the whole of the community to join in the ongoing activities at the heart of this institution, long committed to the well-being and rise of this community and its people."

This fun-filled event is also supported by the generosity of sponsors Max Credit Union, Jackson Thornton, Jackson Hospital, and in-kind sponsor, The Montgomery Biscuits. The Museum would like to thank the sponsors of the *Flimp Festival* for allowing the Museum to help residents explore their own creativity through this premier family arts event.

The Flimp Festival

The John and Joyce Caddell Sculpture Garden will serve as the spectacular backdrop for the *Flimp Festival*, the Museum's annual public celebration of creativity, imagination, and humor, on Saturday, May 2, 2020, from 10 AM–2 PM. This year's events will feature new and exciting activities and is sure to be a lively event for the whole family. More specific information will be released closer to the event.

About The Montgomery Museum of Fine Arts

The Montgomery Museum of Fine Arts was founded in 1930 by a group of local artists as a place for both exhibiting art and space for art education. The original intentions of our founders—to exhibit and teach—continue to inspire and inform every action and activity here at the Museum, which since 1988, has shared the 277-acre Blount Cultural Park with our partners across the lake at the celebrated Alabama Shakespeare Festival.

Today's MMFA visitors stroll art-studded grounds and permanent collection galleries. They see compelling changing exhibitions and learn about art by playing in our interactive gallery, ArtWorks, making art in its bustling studios, or by participating in other engaging events and programs.

While the Museum's collection is still home to the art of many of the regional artists who first established it, over time, it has become known for its strength in American art and Old Master Prints. Recent, important acquisitions of art made by African American and Asian artists and works inspired by images and themes related to the experiences of these groups represent the breadth and depth of the lives and concerns of those who now call Montgomery and the River Region home. Through the exhibition of this work as well as the programs and events that help connect our communities with it, the MMFA is recognized as a leading arts and cultural resource here in the state and Southeastern region.

The MMFA is a department of the City of Montgomery and is supported by funds from the City of Montgomery, with additional funds from the Montgomery County Commission and the Montgomery Museum of Fine Arts Association. Programs are made possible, in part, by grants from the Alabama State Council on the Arts.

About The Caring Foundation (TCF)

Blue Cross and Blue Shield of Alabama and The Caring Foundation give back to the community by supporting initiatives to improve the health, wellness, and education of Alabamians. The Caring Foundation (TCF) was established in 1990 by Blue Cross and Blue Shield of Alabama to serve as their corporate charitable foundation for philanthropic needs within the state. TCF is focused on improving the health and well-being of Alabamians by investing in charitable

organizations across the state. For more information, visit <https://www.bcbsal.org/web/the-caring-foundation.html>.