



For Immediate Release

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News Release

Wine, Dine & Meet “Rocket Scientist” Amber S. Gell & “Funny Lady” Tania Katan at i.d.e.a. Museum Fundraiser May 9th

Proceeds benefit: “Access for All – No Barriers to Learning”
Community Fund for disadvantaged kids and families

Mesa, AZ – It’s the i.d.e.a. Museum’s inaugural, **BRIGHT i.d.e.a.s** signature event, an adults-only fundraiser celebrating *Artists, Adventurers and Entrepreneurs* on Saturday, May 9th from 6:00 p.m. – 9:30 p.m. (adults-only). There’s a bonus meet-n-greet opportunity with “Rocket Scientist” Amber S. Gell on Friday, May 8th for children or young relatives of ticketholders.

On Saturday evening, guests will engage in creative hands-on activities and experiences related to flight! They will have fun “Pushing the Envelope” through a silent and live auction to help the museum continue inspiring children and families to have futures as big as they can imagine. They will also enjoy a delicious dinner that will satisfy their culinary cravings and delight in uplifting music. Gell, Spacecraft Systems Engineer for Advanced Programs – Orion Program at Lockheed Martin will be the evening’s keynote speaker. Tania Katan, dynamic, award-winning performer and writer will entertain guests as the evening’s emcee. Plus, the museum’s first “BOLD i.d.e.a. Award” will be presented to a guest of honor who exemplifies what it means to *think big*. Guests will be inspired as they help the futures of kids and the museum soar to new heights.

“We want all those *possibility-thinkers* out there with a passion for making a difference in the world and who understand the value of developing one’s creativity to join us,” said Jennifer Duff, i.d.e.a. Museum Board Chair. “This is the party for you!”

Don’t delay! Purchase tickets today. Individual tickets are \$125 and include admission for to the event, drink coupon, dinner and entertainment. Table Sponsorship (seats eight) is \$1,500 and includes admission for eight to the event, drink coupons, dinner, entertainment, program & table recognition. For more details, to purchase tickets or make a donation, visit ideamuseum.org/events.html.

PROCEEDS TO BENEFIT

“**Access for All – No Barriers to Learning**” **Community Fund** - Provides free access to i.d.e.a. Museum for at-risk, low-income and disadvantaged kids and families (including children which are medically fragile, children/adults with unique needs, and Title I school children) while also allowing the museum to continue providing high-quality, engaging educational experiences, exhibitions and programming for all audiences. The i.d.e.a. Museum fosters imagination, inspires design and encourages children of all ages

to experience science and art through interactive and technology enhanced exhibits. As reported in a 2010 Newsweek article entitled "The Creativity Crisis," research shows that "...enriched environments will make children smarter."

The challenge we all face however is that, since 1990, creativity scores have been declining in children. Sadly in Arizona, over 70% of schools spend less than \$1 per child for art. (According to "Building Public Value," Arizona Commission on the Arts Report 2012). Our economy and the future of today's children rely on original ideas and creative thinking. The i.d.e.a. Museum bridges that gap. Public support nurtures the cognitive development of children and makes a difference that lasts a lifetime. Your investment in the i.d.e.a. Museum means you are investing in developing a better tomorrow by fostering the creativity and ingenuity inherent in us all.

The i.d.e.a. Museum is a public-private partnership between the City of Mesa and the i.d.e.a. Museum Board of Directors, Inc., and is a nonprofit 501(c)3 organization whose mission is to *provide sustainable resources to fulfill the i.d.e.a. Museum's mission through fundraising, advocacy, and partnerships. Its vision is to create infinite possibilities for the i.d.e.a. Museum.*

For media inquiries or interviews, please contact Latonya Smith, Museum PR/Marketing, at 480.644.4129. For more information regarding event sponsorships, donations or ticket sales, the general public may contact Lindsay Hochhalter, Development, at 480.644.5564.

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