



NATIONAL MUSEUM OF
AMERICAN JEWISH
HISTORY

A Smithsonian Institution Affiliate

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**THE NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY LAUNCHES A
#GIVINGTUESDAY CAMPAIGN CELEBRATING STUDENT MUSICIANS**

**Donations will support the Student Rock Band Showcase presented by the
Museum, the Philly Pops, and the School District of Philadelphia**

PHILADELPHIA—The National Museum of American Jewish History (NMAJH) announces the focus of its fundraising campaign for **#GivingTuesday**, a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide. NMAJH has launched a music-focused campaign inspired by its current special exhibition, ***Bill Graham and the Rock & Roll Revolution***. In honor of concert promoter Bill Graham's legacy and in an effort to supplement the critical need for music education in the city's underserved communities, NMAJH has partnered with the **Philly Pops** and the **School District of Philadelphia** to host a **Student Rock Band Showcase** on December 15 at the Museum, featuring student rock musicians or bands.

**#GIVING
TUESDAY**

The public is invited to support this Showcase by making a contribution on or leading up to #GivingTuesday, taking place this year on **Tuesday, November 29**.

Bill Graham was not only a renowned rock & roll promoter; he was also a dedicated philanthropist. In response to the fact that kids in San Francisco—the home of his Fillmore West concert venue—would no longer have access to extracurricular activities, Bill Graham founded SNACK (“Students Need Activities, Culture, and Kicks”), an organization designed to fund extracurricular activities in the city school system. Graham organized a benefit concert for SNACK on March 23, 1975, raising more than \$200,000.

NMAJH similarly hopes to make an impact on music education by hosting a Student Rock Band Showcase, featuring bands from Philadelphia and the surrounding metropolitan area public schools playing alongside musicians from the Philly Pops. The



Student band performs at Philadelphia High School for the Creative and Performing Arts (CAPA), one of the participants in NMAJH’s Student Rock Band Showcase. Photo courtesy of CAPA.

preliminary list of participants for the event—which is coordinated by former Supervisor of Music for the School District of Philadelphia, **Virginia T. Lam**—includes Central High School, the Girard Academic Music Program, the High School for Creative and Performing Arts, Rock to the Future, and students from Abington High School.

“We are so grateful for the support we receive from generous individuals who appreciate how cultural institutions can serve as critical spaces for young people to explore their identities, gain confidence, find their voices, and learn in a fun environment,” said **Ivy Barsky**, the CEO and Gwen Goodman Director of NMAJH. “The Student Rock Band Showcase is just one of hundreds of special programs and tours that we prepare to welcome preschool through 12th grade students to the Museum.”

The Museum aims to raise \$10,000 for the Student Rock Band Showcase. The funds will be used to fuel all aspects of the event, including arranging for the student participants to visit the Museum and its Bill Graham exhibition prior to the Showcase, supporting the arrangement of an original medley for the students to perform at the Showcase, purchasing the rights for the original medley so that students are able to play this composition in the future, the rental of professional sound and lighting equipment, the students' transportation to and from the Museum, support for the teachers who help make this program possible during after-school hours, and more. All contributors can receive two tickets to the Showcase on December 15, which will feature pay-what-you-wish admission.

This is the fourth year that NMAJH has participated in #GivingTuesday, a movement first conceptualized by 92Y—a cultural center in New York City that, since 1874, has been bringing people together around its core values of community service and giving back. #GivingTuesday takes place annually on the Tuesday after two widely-recognized shopping days, Black Friday and Cyber Monday. It kicks off the holiday giving season and inspires people to collaborate to improve their local communities and to give back in impactful ways to the charities and causes they support. In 2015, the fourth year of the movement, #GivingTuesday brought together over 45,000 partners in 71 countries and helped raise nearly \$117 Million online in the US alone.

#GivingTuesday is November 29, but you can support NMAJH's project with a gift anytime now through then. For more information or to donate, visit

NMAJH.org/givingtuesday.

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About #GivingTuesday

#GivingTuesday is a movement to celebrate and provide incentives to give—the 2016 iteration will be held on November 29, 2016. This effort harnesses the collective power of a unique blend of partners—nonprofits, businesses and corporations as well as families and individuals—to transform how people think about, talk about and participate in the giving season. #GivingTuesday inspires people to take collaborative action to improve their local communities, give back in better, smarter ways to the charities and causes they celebrate and help create a better world. #GivingTuesday harnesses the power of social media to create a global moment dedicated to giving around the world. To learn more about #GivingTuesday participants and activities or to join the celebration of giving, please visit: givingtuesday.org / facebook.com/GivingTuesday / twitter.com/GivingTues

About the National Museum of American Jewish History

The National Museum of American Jewish History, located on historic Independence Mall in Philadelphia, brings to life the more than 360-year history of Jews in America. Tracing the stories of how Jewish immigrants became Jewish Americans, the Museum invites visitors of all backgrounds to share their own stories and reflect on how their histories and identities shape and are shaped by the American experience. An open door for all, NMAJH honors the past and contributes to a better future by sharing the power of imagination and ideas, culture and community, leadership and service, in ways that turn inspiration into action.

The National Museum of American Jewish History is located at 101 South Independence Mall East at the corner of Fifth and Market Streets in Philadelphia. Museum hours are Tuesday to Friday, 10:00 am - 5:00 pm, and Saturday and Sunday 10:00 am - 5:30 pm. NMAJH is closed most Mondays, including federal holidays and some Jewish holidays. Museum admission is \$12.00 for adults, \$11.00 for senior citizens and youth, free for children 12 and under, Museum Members, and active military with ID. For the run of *Bill Graham and the Rock & Roll Revolution*, September 16, 2016 – January 16, 2017, the Museum will stay open until 8 pm on Wednesday evenings. (Please note the Museum will be closed on select Wednesday evenings for private events.) Connect with the Museum on [Facebook](#), [Twitter](#), [Instagram](#), and [Pinterest](#). For more information, visit [NMAJH.org](#) or call 215.923.3811.