

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

KELLY BISHOP, DIRECTOR OF COMMUNICATIONS & BRANDING

[KBISHOP@BOWERS.ORG](mailto:KBISHOP@BOWERS.ORG)

## Bowers Museum Receives \$110,000 Grant from The Nicholas Endowment to Expand Art Access Programs



**January 27, 2021 (Santa Ana, California)** Thanks to the generosity of the Nicholas Endowment, the Bowers will expand and enhance its Art Access Program, which includes monthly *Family Festivals* and the *Museum School Partnership Program*. This grant takes total funds given by the Nicholas Endowment in the last year to **\$150,000, including emergency funds given during the museums closure due to COVID**. With funding from this impactful grant, Bowers can provide virtual school tours and free live-streamed monthly family festivals through 2021.

Since launching virtually in May 2020, what were onsite **Family Festivals** now reach an online audience across the globe with over **16,000 views to date**. During each festival, viewers enjoy traditional dance and music performances, downloadable art projects, and even a recipe to make from home. While livestreaming on Facebook, the Bowers interacts with hundreds of viewers who comment about the program. A few such recent comments include:

*“These festivals enhance many families’ Sundays during this difficult COVID-19 situation. Thank you Bowers!”*

BOWERS  
MUSEUM

2002 NORTH MAIN STREET, SANTA ANA, CALIFORNIA 92706  
BOWERS.ORG | TEL 714.567.3600 | FAX 714.567.3603

Accredited by  American  
Alliance of  
Museums

*“Thank you for continuing to share art and music with us. It is healing to the spirit and mind.”*

January’s festival, part of Bowers’ first annual [Chocolate Week](#), is this Sunday, January 31. [Click here](#) for details.

**The Bowers School Tours Program** is part of the museum’s extensive Educational Programming which features guided explorations of our world class exhibitions, unique public programming, quality educational opportunities, and access to meaningful community interaction. The Bowers is the only museum of its size, national accreditation, and type within Orange County.

Virtual access to the Bowers’ tour program provides students with learning opportunities that complement and enhance school curriculum, while aligning with Common Core and other standards. These provide unique opportunities for students to engage with cultures from around the world and celebrate and learn more about their own heritage.

*“We are very grateful for this ongoing partnership which allows students to virtually experience California history, culture, and art at home.”* – Magnolia School District

The School Tours Program at the Bowers Museum is available to pre-K through 12th grade public and private school students, primarily serving Los Angeles, Orange, Riverside, and San Diego Counties. These counties are collectively **home to students living in poverty at a rate of over 50%**, a staggering statistic that grantors like the Nicholas Endowment make possible to combat by allowing Bowers to offer free tours to Title 1 public schools in Orange County. Now that tours are being offered virtually, the program’s reach is expected to continue to grow alongside Bowers’ newest online offerings, including [Educator Resource Guides](#) that are being **downloaded as far away as Denmark**. For more information about Bowers’ Virtual Gallery Tours, [click here](#).

While the museum remains closed in the state-designated Purple Tier for Orange County, Bowers Museum continues to offer access to a range of programs and exhibitions virtually. The Nicholas Endowment’s generosity has ensured Bowers can continue serving a global community during increasingly challenging times. For more information on Bowers’ current offerings visit [bowers.org](#) or [click here to watch](#) a brief video.

### **About The Nicholas Endowment**

---

Established in 2002 through the generous recommendation from a donor advised fund originally established by Dr. Henry T. Nicholas III and Stacey Nicholas, the mission of the Nicholas Endowment is to enrich our community and the world by supporting the performing and visual arts, assisting in the advancement of science and education, and engaging other charities to make a difference in people's lives.

B O W E R S  
M U S E U M

2002 NORTH MAIN STREET, SANTA ANA, CALIFORNIA 92706  
BOWERS.ORG | TEL 714.567.3600 | FAX 714.567.3603

