



## MEDIA RELEASE

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### **Arizona-Sonora Desert Museum Awarded Flinn Foundation Grant**

**Tucson, AZ** (October 29, 2014) The Flinn Foundation, a privately endowed, Arizona philanthropic grant making organization recently awarded the Arizona-Sonora Desert Museum a \$25,000 planning grant as part of its Arts and Culture Initiative for Financial and Creative Health. This grant will allow the Museum to explore ways to strengthen its programmatic core and to develop programs and projects that build long-term financial and creative health for the organization.

“The Museum is honored to have received this grant. It will assist the Museum in its efforts to execute its mission at the highest level,” states Craig Ivanyi, the Museum’s Executive Director. “It will provide the Museum opportunities to explore innovative concepts to attract and engage new audiences.”

The initial grant provides funding to support audience and program research to determine what programs, projects and initiatives will resonate most with current as well as new audiences. This research, in support of new mission-driven programs, and its analysis will form the basis for the Museum’s future financial and programmatic success.

“This grants program prompts Arizona’s largest arts and culture organizations to develop projects that are financially savvy, programmatically bold, and appealing to their target audiences,” said Jack B. Jewett, Flinn Foundation President and CEO. “This development of the ‘programmatic core’ is a critical challenge that the Foundation is committed to helping these organizations meet.”

(more)

The Flinn Foundation was established in 1965 by Dr. Robert S. and Irene P. Flinn. Today, the Foundation supports the advancement of the biosciences in Arizona, the Flinn Scholars Program, and the arts and culture in Arizona. In addition, the Foundation supports and administers the Arizona Center for Civic Leadership with additional support from the Thomas R. Brown

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The Arizona-Sonora Desert Museum is one of the nation's leading outdoor, living museums, featuring more than 230 animals and 1,200 varieties of desert plants. Its purpose is to inspire people to live in harmony with the natural world by fostering love, appreciation, and understanding of the bi-national, Sonoran Desert Region. The Museum is located at 2021 N. Kinney Road, in Tucson Mountain Park adjacent to Saguaro National Park (West). It is open daily year round with operating hours varying by season. Call (520) 883-2702 or visit [www.desertmuseum.org](http://www.desertmuseum.org) for more information.

**Arizona-Sonora Desert Museum • 2021 N. Kinney Rd. • 520-883-2702 • [desertmuseum.org](http://desertmuseum.org)**