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FOR IMMEDIATE RELEASE

Contact: Frances Lee, Director of Communications, 225.344.5272 x 112, flee@lasm.org

LASM Presents Its First-Ever Virtual Fundraising Gala

BATON ROUGE, LA – September is all about fundraising for the Louisiana Art & Science Museum (LASM). Presenting its first-ever virtual fundraising Gala on Friday, September 25, 2020 via Facebook at 7 PM, LASM is also planning multiple profit shares with local businesses and presenting auction items leading up to the Gala during the month of September. The virtual Gala will include an exclusive silent auction featuring collector-quality fine art, a grand raffle, entertainment, and more.

“The Gala is LASM’s largest fundraising event of the year,” stated Serena Pandos, LASM’s President & Executive Director. “At a time when 1/3 of the nation’s museums may close due to the impact of COVID-19, community support is more critical than ever to ensure that LASM reaches its 60th birthday in 2022. As LASM is a 501(c)3 nonprofit museum that relies heavily on earned income to operate, the COVID-19 pandemic has been especially devastating.”

Presented virtually this year to reduce the risk to public health, LASM’s Gala will still include its iconic silent auction, opening online the week of the Gala. The auction will feature collector-quality fine art by artists such as Ed Pramuk, Mary Monk, Rosemary Goodell, Van Wade-Day, and Jacqueline Dee Parker, which will be on display at LASM during the week of the Gala; exclusive, one-of-a-kind experiences; beautiful items for the home; gift certificates; and wine. During the weeks leading up to the Gala, LASM has been spotlighting unique auction items up for week-long live auctions. More live auction items will be presented virtually via Facebook on September 13, September 20, and September 25.

“Our Gala is a party for a purpose like none other,” stated Leslie Charleville, LASM Director of Special Events. “Though we can’t have the in-person extravaganza with dancing, eating, and drinking that you’re used to, you can still party at home and support LASM in your PJs! Bid on silent auction items, snack on delicious food by participating in a profit share benefitting LASM with City Group Hospitality restaurants City Pork, Rouj Creole, and City Slice, and purchase raffle tickets on September 25 to help us raise the most money possible for your museum.”

Three profit shares with local businesses benefitting LASM's Gala are planned for the month of September: Kendra Scott (online when using the code GIVEBACK9136 and in-person at the Perkins Rowe location) on September 12 and 13; Bistro Byronz at its Willow Grove location on September 21; and City Group Hospitality Restaurants City Pork, Rouj Creole, and City Slice on the night of the Gala, September 25. Mention LASM at check-out so that the Museum receives a portion of the purchase.

Lee Michaels Fine Jewelry has generously donated an exquisite 18KYG diamond, multi-colored sapphire, and smoky quartz bracelet valued at \$14,500 to serve as LASM's grand raffle item this year. Raffle tickets are \$50 each or \$200 for a book of 5 tickets. Raffle participants will receive a free 6" x 2.5" sticker featuring a Blue Alligator based on a print by artist Leslie Charleville to thank them for their purchase.

LASM President & Executive Director Ms. Pandos continues, "Despite our current challenges, we are hopeful that, with your help and support of our Gala, LASM will be able to sustain and expand YOUR museum services during and after the pandemic!"

Visit lasm.org/gala to learn more, bid on auction items, purchase raffle tickets, and donate.

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Image: (1) The Louisiana Art & Science Museum, courtesy of Jay Lamm; (2) The Louisiana Art & Science Museum's 35th Annual Gala: H2O logo

About the Louisiana Art & Science Museum

Housed on the banks of the Mississippi River in a historic railway station in downtown Baton Rouge, the Louisiana Art & Science Museum believes that art and science shape each other, our lives, and the world. The Museum is currently open for modified operating hours: Thursdays & Fridays from 9:30 AM – 2 PM and Saturdays from 9:30 AM – 5 PM. Active duty military members, first responders, and their families receive free admission with ID as part of the Blue Star Museums program, sponsored by Special Risk Insurance, Inc. VFIS of Mississippi/Louisiana.

The Museum, founded in 1962, is home to the Irene W. Pennington Planetarium, the largest and most advanced planetarium in Louisiana and one of the largest in the southeastern United States; a permanent collection including over 4,000 objects; one of the only permanent ancient Egypt galleries in the southeastern United States, housing an authentic, Ptolemaic-era mummy; and displays changing art exhibitions of local and international acclaim. Access to the Museum's digital learning platform for at-home art and science experiences is available at virtual-lasm.org.

A 501(c)3 nonprofit organization, the Museum relies on the support of donations to operate; support the Museum's COVID-19 relief fund at lasm.org. Stay in touch at lasm.org and on social media!