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Act of Kindness Inspires New Program to Expand Reach of The MAX

MERIDIAN, Miss. — The Mississippi Arts + Entertainment Experience, inspired by a long-distance act of generosity, has launched a new community partnership to share the joy and wonder of The MAX with people who might not otherwise be able to visit because of financial or other issues.

The initiative, known as MAX Cares, provides admission and other membership privileges to clients of local nonprofit organizations. The Salvation Army, one of the partner organizations, “is proud to be a recipient of the MAX Cares program,” said Lt. Tamara Robb, Meridian Corps officer.

“The beneficiaries are people that we serve in the community that have reached their lowest point and need a bright spot in their lives,” Robb said. “The MAX provides that escape for them and a chance to reignite dreams and passion! We are grateful to be able to pass that along to the people that we serve.”

The MAX, as The Mississippi Arts + Entertainment Experience is commonly known, celebrates Mississippi’s creative legends with interactive exhibits that educate, entertain and inspire. MAX Cares began with a generous offer by a California couple with Meridian ties who had discovered the MAX and loved it so much they became members.

Realizing that they wouldn’t be able to visit anytime soon, they asked to allocate their membership to someone in the Meridian community whose budget didn’t allow them to experience the attraction. They requested that the Salvation Army select the recipient.

That kind gesture touched the hearts of the MAX staff. They reached out to local nonprofits and donors and put the MAX Cares program together. The Free Clinic of Meridian and Care Lodge, which serves victims of domestic violence, also joined as partners.

Other nonprofits who want to participate can contact Membership Manager Margo Evans at 601-581-1550, ext. 24, or margo@msarts.org. Individuals can share their own love for The MAX by donating through the website; visit msarts.org/MAXCares.

“Art encourages creative thinking and imagination in children and adults,” Evans said. “Creative activity and an immersive museum environment can positively impact the well-being of people suffering from distress. This

new partnership offers one way of meeting community needs, as we all enjoy world-class exhibits on figures like Elvis, Leontyne Price, Eudora Welty, B.B. King and Tennessee Williams.”

About The MAX

[The MAX](#) showcases Mississippi Arts + Entertainment in one immersive destination. Here, visitors of all ages explore the global impact of Mississippians on music, literature, art, entertainment and cuisine. The MAX honors our state’s creative legacy and inspires the next generation of creators through a unique experience of interactive exhibits. Come discover the Mississippi roots of some of the world's greatest arts and entertainment icons — like Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward and Kermit the Frog, just to name a few.

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To request additional information or resources, contact Kristi Bruister, Marketing + Public Relations, kristi@msarts.org.