



FOR IMMEDIATE RELEASE

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Mississippi Arts + Entertainment Experience awarded a CARES grant

Meridian, MISS—The Mississippi Arts + Entertainment Experience (The MAX) has been awarded one of the twenty-eight Coronavirus Aid, Relief, and Economic Security (CARES) Emergency Grants given so far by the Mississippi Humanities Council.

The CARES Act recognizes that the nonprofit arts industry is an important sector of America’s economy. With funding from the National Endowment for the Humanities as part of the federal CARES Act, the Mississippi Humanities Council is offering emergency grants of up to \$20,000 to qualifying humanities organizations. These grants are to help support Mississippi cultural organizations affected by the COVID-19 crisis.

“We are very pleased to be able to direct these federal emergency funds to help the institutions that preserve and document Mississippi’s rich cultural heritage while enriching the quality of life in our communities,” said Dr. Stuart Rockoff executive director of the Mississippi Humanities Council.

The mission of the Mississippi Arts + Entertainment Experience states: Mississippi’s rich arts contributions are often unknown or misunderstood. We enlighten and inspire by sharing stories of creative expression, providing opportunity for all generations to reach their full potential. The \$20,000 given to The MAX in CARES Emergency funds will help support The MAX’s education and programming efforts during the COVID-19 crisis.

“As a nonprofit educational leader, these funds will help our organization continue its mission despite the financial hardship caused by the pandemic,” said Mark A Tullos, Jr., President/CEO of The MAX.

For more information about the Press please visit <https://www.msarts.org/>.

For more information about the Mississippi Humanities Council and the Emergency Grant Program please visit <http://mshumanities.org/>.

About The MAX

The MAX showcases Mississippi Arts + Entertainment history 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.

The MAX is dedicated to keeping its facility and exhibits clean and safe. Visit our website for MAX@Home, an online series of lectures, classes, musical performances, and celebrity commentaries.

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For more information about this news release, please contact Jerome Trahan, Marketing Director for the Mississippi Arts + Entertainment Experience.