News

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Mississippi Power Foundation partners with the Mississippi Arts + Entertainment Experience for America250

Mississippi Power customers encouraged to celebrate America's milestone anniversary with a one-of-a-kind arts and cultural experience

Gulfport, Miss. – The Mississippi Power Foundation is partnering with the Mississippi Arts + Entertainment Experience (The MAX) to honor the country's milestone founding anniversary.

As the United States celebrates 250 years, Mississippi Power customers can visit The MAX for just $2.50 per ticket, giving families the option to have an affordable, creative and cultural experience this summer. The promotion will run from June 1 to Aug. 30.

"The MAX is an absolute gem in Mississippi that showcases and celebrates the Mississippians who have shaped the culture of our great nation," said Mississippi Power Foundation Director Arnie Williams. "What better way to honor our country's founding than by inviting our families and children in to encounter art, culture and creativity so that they may be our next generation of inspiring leaders."

Additionally, the Mississippi Power Foundation is providing funding so that students in schools across the company's service area will have the opportunity to attend a field trip to The MAX during the 2026/2027 season.

Located in Meridian, The MAX features immersive exhibits that allow visitors to explore the cultural influences, early expressions and creative processes of Mississippi's most impactful artists and creators. The center has both permanent and changing exhibits, a hall of fame, a recording studio and The MAX store – which features Mississippi-made art and gifts.

"Thanks to this partnership with the Mississippi Power Foundation, even more Mississippians will be able to enjoy the outstanding art, culture and history that's housed here," said The MAX President and CEO Penny Kemp. "We hope local families will explore, imagine and honor the creativity that has made Mississippi, and our country, so unique."

Customers from Mississippi Power's entire service area are eligible for the discounted ticket price. Mississippi Power customers wanting to take advantage of this partnership can present their Mississippi Power app, promotional email or bill insert to the ticket office at time of

purchase. Guests can enjoy this promotional ticket discount as many times as they'd like this summer.

"The Mississippi Power Foundation recognizes the important impact The MAX makes on each person that comes through their doors," continued Williams. "This organization connects people through a shared love of history and culture while showcasing what Mississippi has to offer. By partnering with them, we hope to enrich our communities and inspire our customers to continue Mississippi's legacy of storytelling through every area of the arts."

About Mississippi Power
Mississippi Power, a subsidiary of Southern Company (NYSE: SO), produces safe, reliable and affordable energy for nearly 194,000 customers in 23 southeast Mississippi counties. Mississippi Power has served its communities for more than a century and is an industry leader in safety, reliability and economic development. The Southeastern Electric Exchange recognized the company for Top Safety Performance in its generation category, and Site Selection named Mississippi Power a top utility driving economic development in the United States. For reliability, The Edison Electric Institute has recognized Mississippi Power with multiple Emergency Response Awards for outstanding storm response. Visit our website at mississippipower.com, like us on Facebook, and follow us on Instagram, LinkedIn, and YouTube for company updates.

About The MAX
The Mississippi Arts + Entertainment Experience (The MAX) is an arts and cultural center in the heart of downtown Meridian that celebrates Mississippi's creative legacy through interactive exhibits, workshops, and live performances. The multipurpose facility contains a two-story Hall of Fame celebrating the state's groundbreaking artists like Walter Anderson, William Faulkner, Morgan Freeman, Jim Henson, B.B. King, Elvis Presley, and Leontyne Price to name a few, along with over 20,000 square feet of interactive exhibits, art studios, a recording studio, and performance spaces. Every visit to The MAX is a unique experience that leaves visitors feeling inspired and in awe of Mississippi's global impact on music, literature, art, and entertainment. Visit www.msarts.org [msarts.org] to learn more.

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