

Press contact: Eddie Silva
314.535.0770 x313
esilva@camstl.org

FOR IMMEDIATE RELEASE

Create, CAM's 2020 Gala honors Alison and John Ferring, April 10, 2020



Contemporary Art
Museum St. Louis

3750 Washington Blvd
St. Louis, MO 63108
314.535.4660 camstl.org

A graphic featuring the word 'create' in a white, lowercase, sans-serif font, arched over a white semi-circle. The background is a golden, textured spray that radiates from behind the semi-circle.

create

CAM'S 2020 GALA

February 10, 2020 (St. Louis, MO) - The Contemporary Art Museum St. Louis (CAM) announces **Create**, CAM's 2020 Gala, to be held at the Four Seasons on Friday, April 10, 2020. The Gala takes its name from CAM's forward-thinking fundraising initiative, [Create: The CAMpaign](#), which has raised nearly \$10 million toward the Museum's endowment, innovation fund, and capital improvements. **Create** celebrates the creative spark in us all with inventive cocktails, artful dining, and inspired beats by DJ David Kirkland. Guests are invited to play and be playful. Attire emulating famous artists, iconic works of art, or past CAM exhibitions is encouraged. All proceeds from **Create** benefit the Museum's dynamic exhibitions and innovative education programs.

"We take pride in making our gala an extraordinary fundraising event, one in which guests can celebrate their own creativity in myriad ways," says CAM Executive Director Lisa Melandri. "We are also taking this opportunity to honor longtime friends of CAM and visionary supporters of arts, culture, and education in St. Louis, Alison and John Ferring." As *Create: The CAMpaign* co-chairs the Ferrings have encouraged others to support the Museum's efforts to create a better St. Louis through creative thought and action. "The Ferrings have been ideal *CAMpaign* leaders because of their belief in the power of contemporary art to positively change lives," Melandri adds. "We are so happy to acknowledge the good that the Ferrings have done for CAM and the St. Louis community."

In addition to honoring Alison and John Ferring and encouraging the creative spirit, the Gala celebrates its namesake, *Create: The CAMpaign*. By significantly raising its endowment, structuring an innovation fund to further expand education initiatives, and making essential improvements on its architectural home, CAM prepares for future growth and vitality. A successful *CAMpaign* allows CAM to make a greater impact on its community and the world.

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Hours
10-5 Wed
10-8 Thu & Fri
10-5 Sat & Sun

CAM is free. Visit often!

Create, the 2020 Gala, is CAM's principal fundraiser of the year, with a goal to raise at least fifteen percent of the Museum's annual operating budget. **Create** benefits such initiatives as CAM's partnership with Vashon High School, now in its third year of providing local teaching artists to the school; studio art programs such as New Art in the Neighborhood, Teen Museum Studies, and LEAP Middle School Initiative; as well as exhibitions featuring the most relevant and innovative art being made today.



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Gala tickets start at \$500. Sponsorship starts at \$5,000. To purchase tickets, visit camstl.org/creategala. For information about sponsorships contact Valerie Rudy-Valli at vvalli@camstl.org or 314.535.0770 x213.

Location & Date

Four Seasons St. Louis
999 N 2nd St, St. Louis, MO 63102
Friday, April 10, 2020
6:00 pm–11:00 pm

Create Co-Chairs

Susan Barrett and Margaret McDonald

Visionary Sponsor

Ferring Family Foundation

Innovative Sponsor

Nancy and Kenneth Kranzberg

Imaginative Sponsors

Centene Charitable Foundation, Edward Jones, Major Brands and Sue McCollum,
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About the Contemporary Art Museum St. Louis

The Contemporary Art Museum St. Louis works to enrich lives and inspire curiosity, creativity, and learning through experiences with contemporary art. Focused on a dynamic array of changing exhibitions, the Museum reflects and contributes to the global cultural landscape while engaging thousands of visitors through a wide array of public programs. CAM nurtures the creative minds of our city's youth through free, in-depth art education, making a long-lasting impact on the community. We are a site for discovery, a welcoming space, free and open to all.

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