

**LACMA ANNOUNCES NEW OPPORTUNITY FOR COMMUNITY TO SUPPORT
FILM PROGRAM**

Los Angeles—The Los Angeles County Museum of Art (LACMA) announced today that it has developed a new membership opportunity, Film Club, to enable the community to convert the energy of its efforts to preserve weekend film programming into much-needed fundraising support. Money raised through Film Club, a \$50 add-on to any level of LACMA membership, will help support film events, outreach, and efforts to increase overall awareness for the program. Film Club members will receive priority ticketing and admission as well as a subscription to a film e-newsletter. Memberships are available at <http://www.lacma.org/support/filmclub.aspx>, any LACMA Welcome Center, or by calling Membership Services at 323 857-6151.

The Film Club announcement comes on the heels of key donations last week from the Hollywood Foreign Press Association and Time Warner Cable, in partnership with Ovation TV, totaling \$150,000, to extend film programming at LACMA through next summer. The gifts were a response to the museum's decision to suspend the weekend portion of the program as part of a larger restructuring to address the program's lack of donor support and diminishing audiences, and the desire to rebuild a more substantial and sustainable film department as a core curatorial program. The announcement also follows a meeting today between museum leadership and community activists who lobbied to preserve the film program.

In the meeting, LACMA Director Michael Govan encouraged signers of the "Restore LACMA's Film Program" petition, the majority of which are not members of the museum, to follow the example set by corporate donors by deepening their commitment to film programming via Film Club membership. Govan notes, "The creation of Film Club is directly related to the impassioned response of the public regarding film at LACMA. We hope the community will demonstrate its dedication to the program by joining us in

this new support endeavor. It is imperative that we have financial support on all levels, from individual memberships to major corporate and private donations, in order to sustain long-term programming."

In addition to today's meeting, Govan has recently convened with a wide range of film leaders, including Richard Schickel and Martin Scorsese, as well as key institutions concerned with film, to discuss the expansion and evolution of the program. The fall schedule, as conceived by Ian Birnie, follows, with more titles to be added as the program is confirmed and the connections made by the museum's advisors solidify.

2009 Film Series

Note: *The Classic Films of Alain Resnais* ends Saturday, October 17, 2009. *The Apocalyptic Cinema of Andrei Tarkovsky* scheduled to begin Friday, October 23, has been postponed until 2010.

LACMA is proud to present a retrospective of films featuring Audrey Hepburn.

The series kicks off on Friday, October 23 with screenings of *Roman Holiday*, for which Hepburn won the Academy Award for Best Actress, and *Sabrina*. The retrospective continues on Saturday, October 24 with one of her most beloved films, *Breakfast at Tiffany's*, in a new 35mm print. Other Hepburn classics to be shown include *Funny Face* with Fred Astaire, *Charade* with Cary Grant, and the hit thriller, *Wait Until Dark*, in which Hepburn plays a blind girl terrorized by gangsters. The series concludes on Friday, November 13 with *My Fair Lady* projected in 70mm print. A full schedule will be posted to lacma.org.

About LACMA

Since its inception in 1965, LACMA has been devoted to collecting works of art that span both history and geography—and represent Los Angeles' uniquely diverse population. Today, the museum features particularly strong collections of Asian, Latin American, European, and American art, as well as a new contemporary museum on its campus, BCAM. With this expanded space for contemporary art, innovative collaborations with artists, and an ongoing transformation project, LACMA is creating a truly modern lens through which to view its rich encyclopedic collection.

General Information: LACMA is located at 5905 Wilshire Boulevard, Los Angeles, CA, 90036. For more information about LACMA and its programming, call 323 857-6000 or visit lacma.org.

Museum Hours and Admission: Monday, Tuesday, and Thursday, noon-8 pm; Friday, noon-9 pm; Saturday and Sunday, 11 am-8 pm; closed Wednesday. Adults \$12; students 18+ with ID and senior citizens 62+ \$8; children 17 and under are admitted free. Admission (except to specially ticketed exhibitions) is free the second Tuesday of every month and on Target Free Holiday Mondays. After 5 pm, every day the museum is open, LACMA's "Pay What You Wish" program encourages visitors to support the museum with an admission fee of their choosing.

Press Contact: For additional information, contact LACMA Communications at press@lacma.org or 323 857-6522.

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