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**FOR IMMEDIATE RELEASE**

**MAY 25, 2010**

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## **Wells Fargo Foundation Makes \$100,000 Challenge Grant to Artrain**

ANN ARBOR – Artrain announced today that Wells Fargo Foundation has extended it a \$100,000 challenge grant for general operating support (GOS). Believing in Artrain’s mission to use the power of the arts to transform lives, organizations and communities, Wells Fargo Foundation intends to spur contributions to Artrain from other corporations, foundations and donors.

“Some might say that Wells Fargo was the forerunner of Artrain. Where the Wells Fargo stagecoach was known to deliver art and performers to people settling towns across America in the 19<sup>th</sup> century, Artrain’s mobile museum has since used America’s rails and roads to deliver cultural exhibitions to many of those same villages and towns.” said Tim Hanlon, president of Wells Fargo Foundation. “After learning how Artrain reaches places and people that other arts programs do not, I am convinced just how impactful Artrain is. Wells Fargo wants to encourage additional support for their truly amazing work.”

In order to meet Wells Fargo’s Challenge, Artrain must raise an additional \$200,000 in general operating support by December 31, 2010. Artrain is immediately launching an aggressive fundraising campaign to meet this requirement. Every contribution, regardless of the amount, will be applied toward the challenge.

General operating support funds, also known as unrestricted funding, are funds that can be used to support an organization's daily expenses rather than particular projects.

“We are particularly thankful to Wells Fargo Foundation for issuing this general operating support challenge,” remarked Debra Polich, Artrain president/CEO. “Arguably GOS is the most important support any organization can receive as it helps to fortify the organization while allowing the mission work to flourish. Wells Fargo’s challenge is most timely as it will encourage others to provide much needed support and allow us to focus on what we do best: produce and tour cultural exhibitions.”

Nearly four decades ago Artrain was created as a self-contained mobile art museum on a train to service under-resourced towns, providing opportunities for learning, growth and art appreciation, and encouraging the development of local cultural programs and organizations. Recently Artrain determined that its most visible mode of delivery – the train museum – was no longer viable due to limited access to the rails. To replace its train museum and assure that it would continue to service small towns, Artrain commissioned the Switch Agency of St. Louis to design Mobile Museum Units (MMUs) that utilize connected expandable semi-trailers to replace its train museum. Artrain is now developing its first program to tour on the MMUs. Winner of the National Medal for Museum Service, the nation’s highest recognition for museums, Artrain has traveled coast to coast making 845 community visits and welcoming 3.2 million visitors.

To make a contribution to Artrain or for more information please call 734.747.8300 or go to [www.ArtrainUSA.org](http://www.ArtrainUSA.org).

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