

THE MUSEUM OF MODERN ART, JPMORGAN CHASE, & TIKI BARBER OF THE NEW YORK GIANTS LAUNCH NEW PROGRAM TO GIVE THOUSANDS OF STUDENTS AN EDUCATIONAL EXPERIENCE IN THE ARTS

NEW YORK, January 18, 2005 – JPMorgan Chase and The Museum of Modern Art (MoMA) today will kick-off their new *Exploring the Modern* program with the first of a series of educational tours designed to give 45,000 students from New York City schools the opportunity for a detailed look at the new MoMA in 2005.

The first tours to launch this program, a yearlong initiative, will begin today with visits by 1,300 students, following a media opportunity from 9:30 to 10 a.m. with:

- Tiki Barber of the New York Giants and Spokesperson for the *Exploring the Modern* program, sponsored by JPMorgan Chase;
- Glenn Lowry, Director of MoMA;
- Lewis Jones, President, The JPMorgan Chase Foundation; and
- Kate Levin, Commissioner, and New York City Department of Cultural Affairs.

"JPMorgan Chase and MoMA join the New York City Department of Education in recognizing the role of the arts in the education of a child and its positive influences on educational development," said Lewis Jones, President of the JPMorgan Chase Foundation, which provided the grant for the program.

"With these visits to MoMA, children are learning how to view art and to nurture their creativity. We also believe that involving the arts in education helps students articulate their views and ideas, and accept different views," he added.

In 2005, 45,000 children, mostly from New York City elementary and middle schools with the involvement of a few private schools, will participate in the *Exploring the Modern* program sponsored by JPMorgan Chase, providing them with the opportunity to come face to face with works of modern and contemporary art. They will then be encouraged to share impressions back in the classroom and at home. Today's children and their teachers will receive free passes to return to MoMA with their families.

The 150 children attending today's kick-off event are from: **East Harlem Village Academy Charter**, Manhattan; **I.S. 62** (Ditmas), Brooklyn; **I.S. 228** (David A. Boody), Brooklyn; **I.S. 131** (Dr. Sun Yat Sen), Manhattan; and **Lincoln Academy** (Hostos), Bronx.

JPMorgan Chase was the lead sponsor of MoMA's highly acclaimed reopening in November 2004 and remains a sponsor through December 2005. In addition to the *Exploring the Modern* Program, JPMorgan Chase's sponsorship included reinstallation of the collection and free admission on opening day, November 20, 2004.

JPMorgan Chase and MoMA have a shared dedication to making the arts accessible to as wide an audience as possible, particularly to the next generation. Their collaboration also reflects other mutual values, including embracing diversity and innovation, and promoting and preserving the cultural sensitivities from around the world found throughout the galleries of MoMA and among the JPMorgan Chase Art Collection.