



**Media Contact:**

Cara Van Dijk:  
760-776-1766

**FOR IMMEDIATE RELEASE:**

## **AUEN FOUNDATION GRANT SENDS VALLEY SENIORS TO GRAMMY MUSEUM®**

**Palm Desert, Calif., (October 6, 2011)** – Through a grant awarded to STAPLES Center Foundation, the Auen Foundation sponsored a day trip for valley seniors to the GRAMMY Museum at L.A. LIVE in Los Angeles. The funds provided tickets and transportation for 23 seniors from the Indio Senior Center.

The GRAMMY Museum is an interactive celebration of the power of music with more than two dozen exhibits explore GRAMMY Award winning music, from rock and hip-hop to country, classical, Latin, R&B, and jazz.

In addition to the museum visit, the group from Indio attended a presentation on the history of recorded music, including the screening of a video featuring GRAMMY award winners Beyoncé and Tina Turner. The presentation was led by the GRAMMY Museum's Director of External Affairs Tracy Strann.

"We think it's awesome to see senior citizens enjoying our interactive exhibits and displays," says Marcie Booth, Operation Projects Manager at the GRAMMY Museum. "Watching seniors connect with new experiences also helps them connect to different types of music from different generations, which is great for every demographic, and that's exactly what we're trying to do here at the GRAMMY Museum."

"Each of the seniors on the trip had a terrific time, and the GRAMMY Museum's staff was very kind and accommodating with our group," says Rev. Dr. Michael Moreland, Human Services Supervisor at the Indio Senior Center. "We are very grateful to the Auen Foundation, STAPLES Center Foundation and the GRAMMY Museum for providing this opportunity."

The Auen Foundation contributed \$7500 to the Grammy Museum's intergenerational program after being introduced to it by STAPLES Center Foundation. About 150 seniors from across Southern California have participated in field trips to the GRAMMY Museum thanks to the Auen Foundation's grant, and more are still being planned. This type of programming supports the Auen Foundation's mission to enhance the overall quality of life for the aging population.

"We are very excited to work with STAPLES Center Foundation and the GRAMMY Museum and do something exceptional for seniors in Southern California," said Catharine Reed, the Auen Foundation's Senior Program Officer. "This trip gave our local seniors a chance to explore the diverse communities around the Coachella Valley. Supporting active, mature adults is as important to us as providing for seniors in need of health and social services. We're glad Indio Senior Center was able to benefit from this funding."

The Indio Senior Center, located at 45-700 Aladdin in Indio, usually provides about one trip a month for seniors to various attractions around Southern California. In the summer months, the Center offers weekly van trips to help seniors escape the heat and visit nearby destinations.

# # #

*About the Auen Foundation: Established in 1992, The Auen Foundation is dedicated to enhancing the overall quality of life of the aging population and raising awareness of the precious-end-of-life stage. We support charitable programs and services aimed at meeting the social needs of mature adults and their families.*

*About The GRAMMY Museum: Paying tribute to music's rich cultural history, this one-of-a-kind, 21<sup>st</sup>-century Museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests can experience music from a never-before-seen insider perspective that only The GRAMMY Museum can deliver.*