

# TACOMA ART MUSEUM

MEDIA RELEASE

November 25, 2015

Media Contact: Julianna Verboort, 253-272-4258 x3011 or [JVerboort@TacomaArtMuseum.org](mailto:JVerboort@TacomaArtMuseum.org)

## World AIDS Day Remember. Hope. Act.

### Honor World AIDS Day: Admission by Donation at TAM

(Tacoma, WA) – In conjunction with the groundbreaking exhibition [Art AIDS](#)

[America](#), [Tacoma Art Museum](#) and [Pierce County AIDS Foundation](#) will honor the 27<sup>th</sup> annual World AIDS Day on December 1, 2015, at TAM. Museum admission will be by donation all day, with and a special evening program.

“TAM invites our community to come in and reflect on how the AIDS crisis has impacted them. Everyone is welcome to tour the *Art AIDS America* exhibition, open from 10 am until 7 pm,” says Samantha Kelly, TAM’s Director of Education. “In the evening, PCAF and TAM will host a free program, with an art installation called *Sole of HIV* by PCAF’s Jill Frey, original poetry and prose readings, and an interactive art project. The theme of the evening is ‘Remember, Hope, Act.’ We’re honored to welcome guest speaker John Wiesman, Washington State Secretary of Health.”

The first [World AIDS Day](#) was held on December 1, 1988, as an opportunity for people worldwide to unite in the fight against HIV, show support for those living with HIV, and commemorate those who have died. TAM has a long tradition of honoring this annual event.

World AIDS Day falls on the same day as Giving Tuesday this year. TAM’s Giving Tuesday focus is an [Indiegogo crowdfunding campaign](#) to help the *Art AIDS America* exhibition travel across the United States, sharing its message of resilience, hope, and awareness.

“We’re asking that in lieu of paid admission, visitors consider donating to TAM’s Indiegogo campaign and take part in helping more people to see *Art AIDS America*. It is an important exhibition both in terms of revealing, for the first time, how the AIDS crisis indelibly changed American art, but also in simply recognizing the scope of the crisis here in the United States,” says Tobin Eckholt, Interim Director of Development at TAM. “Indiegogo donations come with great perks, too. Everyone who donates to the Indiegogo campaign at TAM on December 1 will also receive a free necklace with the symbol of the exhibition.”

“Now is not the time to be complacent, to be fatigued, or to lose



hope. In the 35th year of the HIV epidemic, there is real hope that we can end AIDS in Washington State. Now, more than ever before, we know what needs to be done to end AIDS, and we have the tools and knowledge to obtain the goal," stated Duane Wilkerson, Executive Director of PCAF.

### **World AIDS Day at TAM Schedule**

Admission to TAM by suggested donation all day, 10 am-8 pm.

All galleries close at 5 pm except for the exhibition *Art AIDS America*.

*Art AIDS America* galleries close at 7 pm.

### **Evening Program with TAM and PCAF**

Programming will be held in TAM's event space (off the main lobby).

#### **6:00–6:30 pm**

Mingle & Reflect. Refreshments and light snacks. Community art making project.

#### **6:30–7:00 pm**

Introduction by TAM's Chief Curator, Rock Hushka, followed by representatives from PCAF and special guest John Wiesman, State Secretary of Health.

#### **7:00–8:00 pm**

Poetry and Prose readings from the community; original works by local writers addressing themes of love, loss, and HIV/AIDS.

**Statistics:** HIV and AIDS have changed medicine, culture, art, and impacted nearly everyone in some way. The [UNAIDS website](#) posts bleak statistics: Almost 37 million people worldwide are living with HIV. Although there are antiretroviral drugs available, since 2000, more than 25 million people have died from HIV/AIDS. According to Visual AIDS, only 41% of people living with HIV have access to treatment. In the United States, approximately every 10 minutes, someone is diagnosed with HIV, and there are many who remain undiagnosed. It continues to be one of history's most deadly pandemics.

**27th Annual World AIDS Day Observance  
Art AIDS America open 10 am-7 pm  
PCAF program 6-8 pm at TAM  
Tuesday, December 1, 2015  
Tacoma Art Museum, 1701 Pacific Avenue, Tacoma, WA 98402**

For additional information, visit TAM's [website](#) or [piercecounyaids.org/world-aids-day](http://piercecounyaids.org/world-aids-day).

*Art AIDS America* programs are supported by MultiCare Community Partnership Fund. World AIDS Day is sponsored by Pride Foundation, MetMeds, and WIRB, and offered in partnership with Tacoma Art Museum and Pierce County AIDS Foundation.

###

### **About Tacoma Art Museum**

Celebrating 80 years, Tacoma Art Museum has become an anchor in the city's downtown and a gathering space for

connecting people through art. TAM's collection contains more than 4,500 works, with an emphasis on the art and artists of the Northwest and broader American West. The collection includes the world's largest retrospective museum collection of glass art by Tacoma native Dale Chihuly on continued view; the world's largest collection of jewelry by Northwest artists; key holdings in 19th century European and 20th century American art; and one of the finest collections of Japanese woodblock prints on the West Coast. TAM recently welcomed a promised gift of 295 works of western American art in the Haub Family Collection, one of the premier collections in the nation and the first major museum collection of western American art in the Northwest.

**HOURS** – Tuesdays–Sundays 10 am–5 pm. **Free Third Thursday 5 pm-8 pm.**

**ADMISSION** – Adult \$14; Student age 6-17, Military, Senior (65+) \$12; Family \$35 (2 adults and up to 4 children under 18). Children 5 and under free. Members always free.

**CONTACT** – 253-272-4258, <http://www.TacomaArtMuseum.org>