



THE WOODRUFF
ARTS CENTER

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ATLANTA'S WOODRUFF ARTS CENTER LAUNCHES 2022-2023 CORPORATE FUNDRAISING EFFORTS WITH GEORGIA POWER LEADERSHIP GIFT AND CHRIS WOMACK CHAIRMANSHIP.

ATLANTA, September 19, 2022— The Woodruff Arts Center, Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art announce an arts education focused partnership with Georgia Power. Georgia Power has committed a leadership gift of \$1M in support of these efforts and Georgia Power's Chairman, President and CEO, Chris Womack, will lead the Center's 2022-2023 corporate fundraising campaign.

"Countless studies show that students exposed to the arts are more successful, more empathetic, and more likely to thrive. Chris Womack truly understands the importance of both the Arts Center's economic impact and its role in fostering the next generation of innovators and critical thinkers," said Woodruff Arts Center President & CEO Hala Modellmog. "Georgia Power is a pivotal institution in our city and state. Their commitment to the Arts Center, and to education through the arts, will have a lasting impact on Atlanta and on Georgia. I am tremendously grateful to Chris and to Georgia Power."

"It's an honor to chair this year's campaign and to support the remarkable Woodruff Arts Center in Atlanta," said Chris Womack, President, Chairman and CEO of Georgia Power. "It is essential to point out that the experience doesn't stop on the Center's midtown campus. The rich art programs and opportunities that originate at the Arts Center radiate out and touch every corner of our state. At Georgia Power, we understand how the power of art impacts future generations. We hope our support can help the team at the Woodruff have an even larger impact. I encourage my fellow business leaders to join me in contributing to these efforts."



THE WOODRUFF ARTS CENTER

With programs serving 150 of 159 Georgia counties, the Woodruff Arts Center is among the state's largest providers of education through the arts. Georgia Power's Leadership Gift will support a suite of impactful programs, enabling the Arts Center to serve students, teachers, seniors, and families across the state.

PROGRAMS SUPPORTED BY THE PARTNERSHIP:

At the Alliance Theatre:

Community access through complimentary tickets to *The Kathy & Ken Bernhardt Theatre for the Very Young's* performance series for our youngest audiences, nurturing holistic development through creativity, movement, and language in the earliest stages of life.

Ticketing for community partners to attend the Alliance Theatre's dynamic season of performances free of charge.

At the Atlanta Symphony Orchestra:

Support of the Talent Development Program, a pathway program for young Black and Latinx student musicians with a primary objective of diversifying the pipeline for future orchestral musicians and leaders.

Support for the Day of the Dead Festival in celebration of this rich Mexican tradition. The festival will be presented in association with the Atlanta Symphony Orchestra's Movie in Concert performance of the iconic Disney film, *Coco*.

At the High Museum of Art:

Program support for Art Access, the High Museum's all-inclusive field trip program for Title I school students to attend a dynamic cultural experience that supports state standards.

Program support for Creative Aging and Lifelong Learning, an initiative that provides a space for curious older visitors to explore art and ideas, exercise creativity, make new social connections, and continue to learn and grow. Program support will also be directed to Musing Together, the High's monthly tour program that serves visitors in the early stages of Alzheimer's and dementia.

About the Corporate Campaign

The Woodruff Arts Center's corporate campaign is essential in securing critical funds to sustain the Center's operations and programs. The Campaign is nationally regarded as one of the most successful annual corporate cultural fundraising campaigns.



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About the Woodruff Arts Center

Woodruff Arts Center is a visual and performing arts center located in Atlanta, Georgia. The Arts Center is home to three not-for-profit arts partners - the Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art. At the Woodruff Arts Center, we offer enriching visual and performing arts as well as robust educational programming bringing together patrons of all ages, interest levels, and backgrounds on one campus.

About Georgia Power

Georgia Power is the largest electric subsidiary of Southern Company (NYSE: SO), America's premier energy company. Value, Reliability, Customer Service and Stewardship are the cornerstones of the company's promise to 2.7 million customers in all but four of Georgia's 159 counties. Committed to delivering clean, safe, reliable and affordable energy at rates below the national average, Georgia Power maintains a diverse, innovative generation mix that includes nuclear, coal and natural gas, as well as renewables such as solar, hydroelectric and wind. Georgia Power focuses on delivering world-class service to its customers every day and the company is recognized by J.D. Power as an industry leader in customer satisfaction. For more information, visit www.GeorgiaPower.com and connect with the company on Facebook ([Facebook.com/Georgia Power](https://Facebook.com/GeorgiaPower)), Twitter (Twitter.com/GeorgiaPower) and Instagram (Instagram.com/ga_power).

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