



THE WOODRUFF  
ARTS CENTER

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**ATLANTA'S WOODRUFF ARTS CENTER LAUNCHES 2023-2024 CORPORATE FUNDRAISING EFFORTS WITH DELTA AIR LINES LEADERSHIP GIFT AND ED BASTIAN CHAIRMANSHIP.**

**ATLANTA, October 16, 2023**— The Woodruff Arts Center, Alliance Theatre, Atlanta Symphony Orchestra, and High Museum of Art announce an expanded partnership with Delta Air Lines. Delta has committed a leadership gift to the Arts Center and Delta Air Lines CEO, Ed Bastian, will lead the Center's 2023-2024 corporate fundraising campaign. The primary focus of the partnership and its associated initiatives will be Diversity, Equity, Inclusion, and Accessibility.

"Delta Air Lines is among the Arts Centers' most steadfast partners. We are grateful to our Board member, Ed Bastian, for his continued dedication and Delta's support of our efforts," said Woodruff Arts Center President & CEO, Hala Modellmog. "Diversity, Equity, Inclusion, and Accessibility (DEIA) are core to everything we do at the Woodruff Arts Center and are values we share with Delta Air Lines. We are pleased to work with Delta to ensure the arts are accessible to everyone in our community."

"Delta has long supported the Woodruff Arts Center and I'm proud to join them as this year's corporate campaign chair. At Delta, our noble mission is to connect the world through the magic of travel and we know that the arts unite our communities in a similar fashion. Through our continued partnership, we look forward to working alongside the Arts Center to enhance community access to their programs, performances, and exhibitions," said Ed Bastian, CEO of Delta Air Lines.

In addition to core programming supported each year by Delta, the expanded partnership will support the following initiatives.

At the Alliance Theatre:

*Palefsky Collision Project*



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The Palefsky Collision Project is an annual summer program “colliding” 20 diverse high school students from across the metro Atlanta area with a classic text for three weeks and culminating in a public performance on our main stage, all in collaboration with Atlanta’s Poet Laureate and the Alliance’s Distinguished Artist in Residence, Pearl Cleage. Now entering its 23<sup>rd</sup> year, Collision has served over 225 students in 140 schools and 15 counties. In 2019, the Alliance launched the Metro Collision Project in collaboration with the Metro Regional Youth Detention Center and Kennesaw State University, empowering incarcerated teens to change their narratives through enhanced literacy skills and confidence in their creative abilities.

## At the Atlanta Symphony Orchestra:

### Concerts at Piedmont Park

In 2023, the Atlanta Symphony Orchestra returned to Piedmont Park for two free concerts. ASO Piedmont Park concerts attract audiences of 7,500 to 10,000 and represent the Orchestra’s most significant annual performance presence in the community.

### HBCU Engagement

In September 2023, the ASO hosted a one-day festival celebrating HBCUs via a Southeast HBCU college and career fair, resource centers for teens and college students, and a Black-owned vendor village at the Woodruff Arts Center. The festival also featured several panel discussions.

During the 2023-2024 season, the ASO will further collaborate with the Atlanta University Center and local community partners to present activations and educational experiences featuring Black composers, conductors, and artists.

## At the High Museum of Art:

### Teen Team

The Teen Team is a group of fifteen creative high school students who share a common interest in art and community engagement. The Teen Team offers participants the opportunity to engage with art, culture, and history; develop civic and team-building skills; and learn about a range of professional options and career paths. Through this program, students get behind-the-scenes access to the Museum, assist in planning Teen Nights, events, and other public programming, and learn about the Museum’s exhibitions and collections.

### Art Access

Designed to remove the economic barriers that typically prevent Title 1 schools from attending the Museum, the Art Access program provides Georgia students with a high-quality, dynamic learning experience that supports state standards. Each field-trip program provides free admission for students and chaperones, transportation reimbursement, online teacher resources for classroom learning, and “Welcome Back” cards for all participating students, allowing each child to return to the Museum with his or her family one time, free of charge.



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### **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 and is the largest annual fundraising campaign at the Arts Center. This year, the fundraising goal for the campaign is \$12M and the campaign is chaired by Ed Bastian, CEO of Delta Air Lines.

### **About the Woodruff Arts Center**

The 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 Delta Air Lines**

#### ***No one better connects the world***

Through the warmth and service of the Delta Air Lines (NYSE: DAL) people and the power of innovation, Delta never stops looking for ways to make every trip feel tailored to every customer.

More than 90,000 Delta people lead the way in delivering a world-class customer experience on over 4,000 daily flights to more than 280 destinations on six continents, connecting people to places and to each other.

Delta expects to serve nearly 200 million customers this year safely, reliably and with industry-leading customer service innovation— recognized as North America's most on-time airline. We're dedicated to ensuring that the future of travel is connected, personalized and enjoyable. Our people's genuine and enduring motivation is to make every customer feel welcomed and respected across every point of their journey with us.

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