



Gamble Place at Spruce Creek

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[www.moas.org](http://www.moas.org)

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## **FOR IMMEDIATE RELEASE**

### **Cici and Hyatt Brown Announce a Multi-Million Dollar Endowment**

Cici and Hyatt Brown Museum of Art at the Museum of Arts & Sciences (MOAS)

Daytona Beach, FL (February 6, 2015) – Last evening the new Cici and Hyatt Brown Museum of Art at the Museum of Arts & Sciences was filled with guests in their tuxedos and ball gowns. Thursday, February 5<sup>th</sup> marked the first of three black tie events, hosted by Cici and Hyatt Brown, before the much anticipated ribbon cutting and public opening on Sunday, February 8<sup>th</sup>. In a speech delivered in front of the 30-foot-long panoramic painting of the Florida landscape, which resides in the new Museum’s main entrance hall, Hyatt Brown announced that a goal of \$15 million has been set for the newly created endowment fund, which will also bear their name. In his speech Hyatt Brown called upon those present and the community at large to donate to the endowment, adding that he and Cici would personally pledge up to \$10 million to match all donations made at a 2 to 1 ratio. The endowment is being created to support the Museum’s annual estimated \$800,000 operational and maintenance costs. Museum ticket sales, memberships and events are expected to cover around \$200,000 of the annual costs, leaving a \$600,000 deficit to cover. Hyatt explained that well run endowments generate a 7 to 8 percent return, 4 percent of which goes directly to the organization for operations. Four percent of \$15 million is \$600,000, the remaining deficit. The plan will allow the endowment to grow and keep up with inflation and future new costs.

The Cici and Hyatt Brown Museum of Art will officially open to the public on Sunday, February 8<sup>th</sup> following a 1pm ribbon cutting. The new Museum will feature a collection of Florida themed oil and watercolor paintings that date back to the early 1800’s. The size and the scope of the collection lends itself perfectly to illustrating the many stories that can be told about the geography and natural history of Florida. The first gallery exhibits include themes such as Florida weather, Florida communities, and Volusia County.

The Brown’s began their impressive collection of Florida art in the mid-1990’s with the purchase of an 1839 painting of the gates of St. Augustine, the oldest work in their collection. After a purchase of another painting of the same scene, the couple started working with art dealers to search throughout the United States and Europe to expand those two pieces into a collection that experts say is unmatched in breadth and quality. Around 6 or 7 years ago, Cici and Hyatt Brown decided that they wanted to find a permanent home for their new sizeable collection of paintings. Their 40 year relationship with the Museum and their desire to share their collection of art with the public meant that the Museum of Arts & Sciences was a natural partner in making their dream come true. “This gift from Hyatt and myself is to the citizens of Daytona Beach, Volusia County and the state of Florida,” said Cici. The Cici and Hyatt Brown Museum of Art presents visitors with an opportunity to learn more about the state of Florida through the eyes of artists who captured its history. “This museum and this collection is a snap shot of the past for the future” said Hyatt, ending the night’s remarks.

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Call 386.255.0285 or visit [www.moas.org](http://www.moas.org) for more details or images.

**About the Museum of Arts & Sciences** - The Museum of Arts & Sciences (MOAS) in Daytona Beach, Florida, is the primary **art, science and history museum in Central Florida**. Located on a 90-acre Florida nature preserve, the 100,000 square foot facility is host to over 30,000 objects including the finest collection of **American art** in the Southeast, one of the most significant collections of **Cuban art** outside of Cuba, a Chinese art collection, Florida’s **prehistoric Giant Ground Sloth**, a

large **Coca-Cola®** and Americana collection, a rare **Napoleonic Collection** and the new Helene B. Roberson **Visible Storage Building**. The MOAS collection also includes a wealth of historic paintings and African artifacts. The Museum's **auditorium, planetarium, and Charles and Linda Williams Children's Museum** make for a truly interactive experience. The **Cici and Hyatt Brown Museum of Art** will open to the public on Sunday, February 8, 2015. The new Museum will showcase Florida themed oil and watercolor paintings dating back to the early 1800's.

**Effective Sunday, February 8, 2015 museum admission will be as follows: Museum of Arts & Sciences pricing: \$12.95 adults; \$10.95 seniors and students; \$6.95 children 6-17; children 5 and under are free. Cici and Hyatt Brown Museum of Art pricing: \$10.95 adults; \$8.95 seniors and students; \$4.95 children 6-17; children 5 and under are free. For visitors who are planning on visiting both Museums on the same day, there will be an option of purchasing a combo ticket. Combo Ticket pricing: \$18.95 adults; \$16.95 seniors and students; \$9.95 children 6-17; children 5 and under are free. Tickets to the Museum of Arts and Sciences and combo tickets include one Planetarium show. Planetarium show tickets must be picked up at the Guest Relations desk at the Museum of Arts & Sciences. Additional Planetarium show tickets are \$5.00 for adults and \$3.00 for children 17 and under.**

**Effective Monday, February 9, 2015 the Museum will be open 7 days a week with new hours of operation. Museum hours will change to 10am-5pm (Monday-Saturday) and 11am-5pm (Sunday).**

Current Museum Hours are 9am-5pm (Tuesday-Saturday) and 11am-5pm (Sunday). Closed Mondays. Museum admission is \$12.95 adults; \$6.95 children 6-17; \$10.95 seniors and students; members and children 5 and under are free. Daily Planetarium and weekly laser shows. Museum admission includes one Planetarium show. Additional Planetarium shows are \$5.00 for adults and \$3.00 for children 17 and under. Parking is free. Admission is FREE for Volusia County residents the first Tuesday of each month (does not include Planetarium show). MOAS is fully accessible to the handicapped. MOAS is located at 352 S. Nova Road, Daytona Beach, Florida 32114. For more information call 386.255.0285 or visit the website [www.moas.org](http://www.moas.org)

*MOAS is a not-for-profit educational institution founded in 1955 and chartered by the State of Florida in 1962. The Museum is accredited by the American Alliance of Museums and is an affiliate of the Smithsonian Institution. Programs sponsored in part by the State of Florida, Division of Cultural Affairs, and the County of Volusia.*

*Exhibits and dates subject to change.*