

WINTERTHUR



## Winterthur Press Release

**FOR IMMEDIATE RELEASE**

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### **WINTERTHUR EXCEEDS \$50 MILLION CAMPAIGN GOAL 18 MONTHS AHEAD OF SCHEDULE**

WINTERTHUR, DELAWARE, April 10, 2018—Winterthur Museum, Garden & Library officials announced today that the *Campaign for Winterthur*, the largest comprehensive campaign in the organization's history, has surpassed its goal to raise \$50 million, 18 months ahead of schedule.

The *Campaign for Winterthur* has resulted in the addition of more than \$26 million to Winterthur's endowment, \$8 million in gifts-in-kind and pledges, and more than \$15 million in bequests. During the campaign, capital projects included the creation of the Alice Cary Brown and W. L. Lyons Brown Horticulture Learning Center, the James B. and Mary Lou Hawkes Conference Center, and the renovated and enhanced Copeland Lecture Hall. Endowments for the following positions were also established: The Charles F. Montgomery Director of Winterthur; the John L. and Marjorie P. McGraw Director of Collections; the Dwight and Lorri Lanmon Director of Academic Affairs; the Brown-Harrington Director of Garden and Estate; the Charles F. Hummel Director of Conservation; the Elizabeth Terry Seaks Senior Furniture Conservator; the Sewel C. Biggs/Robert and Elizabeth Owens Curatorial Fellow; and the Garden Interns endowment.

While the initial goal has been exceeded, the campaign has been extended to include the addition of the Louise and David Roselle Exhibitions Endowment, created to honor the legacy of David P. Roselle, who is retiring this year as director of Winterthur. Dr. Roselle has served for 10

years and is Winterthur's longest serving director. Winterthur's institutional priority is to invest in long-term support for cutting-edge exhibitions to bolster Winterthur's organizational capabilities to ensure its relevance today and in the future. Creative and stimulating exhibits diversify revenue streams and work to maintain Winterthur's place as a leader among museums. To date, more than \$1.6 million has been raised for this new initiative.

The Campaign for Winterthur began in 2011 with the official public launch in 2014. The comprehensive campaign was created to sustain and enhance Winterthur's position as a world-class institution by focusing on endowments in four key areas: collections, acquisitions and exhibitions; garden; library; and academic programs.

"We are indeed grateful to all of our donors. Our success is due to the generosity of members of the Board of Trustees, individuals, corporations, foundations and grants as well as smaller membership-driven donations," Dr. Roselle said.

Winterthur—known worldwide for its preeminent collection of American decorative arts, naturalistic gardens, and research library for the study of American art and material culture—offers a variety of tours, exhibitions, programs, and activities throughout the year. General admission includes a tour of some of the most notable spaces in the 175-room house as well as access to the Winterthur Garden and Galleries, special exhibitions, a narrated tram tour (weather permitting), the Campbell Collection of Soup Tureens, and the Enchanted Woods children's garden. Admission costs \$20 for adults; \$18 for students and seniors; and \$6 for ages 2-11. Group rates available. For details, visit [winterthur.org](http://winterthur.org) or call 800.448.3883.

Winterthur is open 10 a.m.-5 p.m., Tuesday-Sunday, and is located on Route 52, six miles northwest of Wilmington, Delaware, and five miles south of U.S. Route 1. Closed on Mondays, Thanksgiving, and Christmas Day. Nestled in the heart of Delaware's beautiful Brandywine Valley, midway between New York City and Washington, D.C., Winterthur is located minutes from Longwood Gardens and other Brandywine Valley attractions— including world-class museums, gardens, and historic sites—as well as wineries, hotels, and restaurants.

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