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Museum London kicks off *Centre at the Forks* campaign with \$300,000 gift from Great-West Life, London Life and Canada Life



London, Ontario — Museums aspire to stay relevant, be responsive, engage with and provide value to their local community.

Museum London is rising to the challenge with the development of a learning centre, to be known as the *Centre at the Forks*, which will invite the participation and engagement of Londoners, and deepen the visitor experience.

The Centre at the Forks is a step closer to reality with the announcement today of a \$300,000 gift from Great-West Life, London Life and Canada Life.

“We value and have supported the work of Museum London for many years and we are proud to be supporting this exciting new project,” says Stefan Kristjanson, President and Chief Operating Officer of the companies. “We hope our donation will inspire others to give and help grow this important new space in London for experiencing the arts.”

The Centre at the Forks will be a newly designed space within Museum London featuring expansive windows overlooking the Forks of the Thames. Right from the time you walk into the Museum, you will visually connect to the Thames River from the Centre Gallery on the main floor.

This project will not only revitalize Museum London’s look and feel, but also create a vibrant new cultural and community gathering place double its current size. Programs, exhibits and activities will focus on arts and heritage experiences for youth, families and seniors, as well as inspiring and nurturing the development of young, local artists. New, interactive technologies will attract new audiences and expose existing audiences to new possibilities and experiences.

“An expanded, revitalized Museum London is about much more than bricks, mortar and programs,” says Brian Meehan, the Museum’s Executive Director. “It’s about responding to our city’s burgeoning cultural needs. It’s about inspiring creativity and community—in a welcoming place we can all point to with pride”.

Today marks the launch of the Centre at the Forks Capital Campaign with the announcement of this lead gift from Great-West Life, London Life, Canada Life. The goal is to raise \$3.5 million from businesses, foundations, individuals and the community.

The funds will be used to achieve two important goals:

- A Building Fund of \$2.5 million for the renovation
- A \$1 million Endowment Fund that will provide a reliable source of income to sustain multi-disciplinary programs and nurture new ideas.

Ken Andrews, Campaign Co-Chair adds: “This generous donation from Great-West Life, London Life, Canada Life provides us with an opportunity to encourage strong support from others in the community for the Centre at the Forks Campaign.”

The London firm of Nicholson Sheffield, along with Baird Sampson Neuert of Toronto, are the project architects and construction is expected to begin in early 2017.

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