



For Immediate Release

GRAMMY MUSEUM[®] MISSISSIPPI TO CELEBRATE GRAND OPENING NOV. 14, 2015, IN CLEVELAND, MISS.

27,000-Square-Foot Museum to Mark the First GRAMMY Museum Site Outside Los Angeles

CLEVELAND, MISS. (April 2, 2015) — The **GRAMMY Museum[®] at L.A. LIVE, The Recording Academy[®]** and the **Cleveland (Miss.) Music Foundation** announced today that **GRAMMY Museum Mississippi** will officially open its doors to the public on Saturday, Nov. 14, 2015, in Cleveland, Miss. The opening of GRAMMY Museum Mississippi will mark the first GRAMMY Museum to be built outside of Los Angeles.

"Since opening its doors in 2008, the GRAMMY Museum has presented visitors from around the globe with a content-rich experience that explores music's diverse history and most current trends, while helping uncover the mysteries behind the creative process of recording," said Bob Santelli, Executive Director of the GRAMMY Museum at L.A. LIVE. "We are excited to extend the Museum's mission into Mississippi, while placing a much-deserved spotlight on the state's music history — the cradle of American music."

"After more than six years of building the GRAMMY Museum's strong foundation in Los Angeles, The Recording Academy is excited to be part of the development of a new Museum site in Mississippi," said Neil Portnow, President/CEO of The Recording Academy and Chair of the GRAMMY Museum Board of Directors. "With its proximity to our Memphis and Nashville Chapters, we're looking forward to expanding the reach of the Museum's mission and programs into one of the most musically vibrant regions in America."

Built and operated by the Cleveland Music Foundation — a non-profit organization developed in 2011 — the 27,000-square-foot GRAMMY Museum Mississippi will be housed on the campus of Delta State University, home of the Delta Music Institute — Mississippi's sole accredited music industry studies program.

"GRAMMY Museum Mississippi will be a terrific complement to Delta State's focus on music and culture through our music department, Delta Music Institute Entertainment Industries program, Delta Blues project, and Delta Center for Culture and Learning," said William N. LaForge, President of Delta State University. "We look forward to the excitement that such a wonderful facility and experience will bring to our campus, to Cleveland and to the Mississippi Delta."

"We are honored that the GRAMMY Museum at L.A. LIVE and The Recording Academy have entrusted us with the opportunity to share their mission of celebrating music," said Lucy Janoush, President of the Cleveland Music Foundation. "GRAMMY Museum Mississippi represents an investment in the cultural

music heritage of our state and will attract visitors from all across the country, as well as provide quality educational programs for students and guests of all ages."

Similar to its sister museum — the GRAMMY Museum at L.A. LIVE — GRAMMY Museum Mississippi will be dedicated to exploring the past, present and future of music, and the cultural context from which it emerges, while casting a focused spotlight on the deep musical roots of Mississippi. The Museum will feature a dynamic combination of public events, educational programming, engaging multimedia presentations, and interactive permanent and traveling exhibits, including a Mississippi-centric display that will introduce visitors to the impact of Mississippi's songwriters, producers and musicians on the traditional and modern music landscape.

"Music is much more than a form of entertainment for Mississippians — it's a part of our history and legacy," said Mississippi Gov. Phil Bryant. "We're thrilled to have a museum dedicated to our part in shaping the nation's music history. Throughout 2014, we celebrated the Year of the Creative Economy in Mississippi. We invited home our greatest Mississippi artists to celebrate our creative spirit. This museum will extend that invitation, and will bring visitors hoping to catch a glimpse of our vibrant energy and dynamic musical contributions."

Details regarding GRAMMY Museum Mississippi's opening events will be announced in the coming months.

ABOUT GRAMMY MUSEUM® AT L.A. LIVE

Paying tribute to music's rich cultural history, this one-of-a-kind, 21st-century museum explores and celebrates the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY® Award. The GRAMMY Museum features 30,000 square feet of interactive and multimedia exhibits located within L.A. LIVE, the downtown Los Angeles sports, entertainment and residential district. Through thought-provoking and dynamic public and educational programs and exhibits, guests will experience music from a never-before-seen insider perspective that only the GRAMMY Museum can deliver. For more information, please call 213-765-6800 or visit www.grammymuseum.org. For breaking news and exclusive content, follow @TheGRAMMYMuseum on [Twitter](#) and [Instagram](#), and like "The GRAMMY Museum" on [Facebook](#).

ABOUT THE CLEVELAND MUSIC FOUNDATION

Established in 2011, the Cleveland Music Foundation is a non-profit organization developed to build and operate the GRAMMY Museum Mississippi. Affiliated with the GRAMMY Museum in Los Angeles, the Cleveland Music Foundation will share its mission to celebrate the enduring legacies of all forms of music, the creative process, the art and technology of the recording process, and the history of the premier recognition of excellence in recorded music — the GRAMMY Award. GRAMMY Museum Mississippi will house interactive exhibits dedicated to this mission, as well as host educational programs for students of all ages. For more information about GRAMMY Museum Mississippi, please visit www.grammymuseumms.org, follow @GRAMMYMuseumMS on [Twitter](#) and [Instagram](#), and like "GRAMMY Museum Mississippi" on [Facebook](#).

ABOUT THE RECORDING ACADEMY®

Established in 1957, The Recording Academy is an organization of musicians, songwriters, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards® — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing

musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @TheGRAMMYS on [Twitter](#), like "The GRAMMYS" on [Facebook](#), and join the GRAMMYS' social communities on [Google+](#), [Instagram](#), [Tumblr](#), and [YouTube](#).

ABOUT DELTA STATE UNIVERSITY

Delta State University is a public institution, located in Cleveland, Miss., providing a comprehensive undergraduate and graduate curriculum to nearly 4,000 students from across the United States and more than 35 countries. Originally chartered as a teacher training school in 1924, Delta State's curriculum has evolved to include a full range of degree programs on the undergraduate level in the Colleges of Arts and Sciences, Business, and Education and in the School of Nursing. Among the university's offerings are specialized programs in commercial aviation, nursing, digital media arts, geospatial information systems, and the music, technology, and business aspects of the recording industry. Graduate programs on the master's, educational specialist, and doctoral levels provide advanced training in a broad range of disciplines. For more information about Delta State University, please visit www.deltastate.edu.

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Media Contact:

Crystal Larsen
GRAMMY Museum at L.A. LIVE
clarsen@grammymuseum.org
(213) 763-2133