



PRESS RELEASE

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FOR IMMEDIATE RELEASE

DELAWARE ART MUSEUM ANNOUNCES SOTHEBY'S MASTERCARD AS GOLD SPONSOR FOR PRE-RAPHAELITE CELEBRATIONS

WILMINGTON, DE (August 30, 2007)—The Delaware Art Museum is pleased to announce the Sotheby's MasterCard® issued by GE Money, is the Gold Sponsor for three special events celebrating *The Return of the Pre-Raphaelites*. The Museum's Bancroft Collection of Pre-Raphaelite Art comes home to Wilmington, following a two-year tour of the United States and England, with celebrations beginning Thursday, September 20, and the Bancroft Collection going on permanent display to the public on Sunday, September 23.

“Supporting America’s great cultural institutions is a key priority for the Sotheby’s MasterCard,” said Amy Todd Middleton, Senior Vice President for Sotheby’s Marketing in North America. “We are delighted to sponsor these exciting events and to partner with the Delaware Art Museum. Partnerships with prestigious museums are part of what makes this program unique in the premium credit card marketplace.”

The Delaware Art Museum is also proud to be a partner in the Sotheby’s MasterCard® program which offers cardholders extraordinary access to the art world, including unlimited gratis admission for up to four visitors at participating museums.. Additionally, **Sotheby’s World Elite™ MasterCard®** and **Sotheby’s World MasterCard® cardholders** will earn one point for every dollar spent, which can be

redeemed for a wide array of benefits, including the opportunity to make philanthropic commitments by redeeming their points for donations to partner museums. The Sotheby's MasterCard, can be used at over 25.3 million worldwide locations that accept MasterCard cards. To learn more about the program or to apply, go to www.sothebysmastercard.com.

Three major events at the Delaware Art Museum will herald *The Return of the Pre-Raphaelites*. The **Pre-Raphaelite Gala** (September 20; call for price) is co-chaired by Mrs. Tatiana Copeland and Mrs. Peggy Woolard. This black-tie event offers the earliest opportunity to see the newly installed collection and includes a ribbon-cutting ceremony, champagne, and dinner. The **Homecoming Party** (September 22; call for price) is a late-night celebration featuring cocktails, dining, live music, dancing, and fireworks. A **Family Festival** (September 23; free admission) welcomes children and their families to a fun-filled afternoon of tours, art projects, and interactive theater performances by *Middle-earth Studios*, an organization focused on enriching children's imagination through costume storytelling. To purchase tickets to the Pre-Raphaelite Gala or Homecoming Party, please call 302-571-9590 or 866-232-3714 (toll free).

The Pre-Raphaelite Brotherhood (P.R.B.) was the name chosen by seven young men who gathered together in London in 1848, united by a shared distrust for the Royal Academy, the sanctioned art institution of the day. They turned for inspiration to the Middle Ages—the time “before Raphael.” Their subjects were drawn primarily from literature, including the Bible, Shakespeare, and the poets of their own age.

In 1935, the family of Samuel Bancroft, Jr. (1840-1915), a Wilmington textile mill owner, bequeathed his Pre-Raphaelite collection to the Wilmington Society of the Fine Arts, an early incarnation of the Delaware Art Museum. The Bancroft Collection of Pre-Raphaelite Art consists of over 150 works, including paintings, drawings, photographs, decorative arts, and illustrated books. This is the largest collection of Pre-Raphaelite art outside of England. To learn more, please visit www.preraph.org.

Reinstallation of the Bancroft Collection of Pre-Raphaelite Art is sponsored by DuPont, with additional support provided by the The Getty Foundation, a program of The J. Paul Getty Trust in Los Angeles. The following have generously donated products or services to the reinstallation: Calico Corners, John Alexander Ltd., Material Culture / Woven Legends, Morris & Co. through Sanderson & Sons, and Trellist, Inc.

The Gala and Homecoming Party are supported, in part, by Sotheby's MasterCard®, Sodexho, Bouchaine Vineyards, and Corporation Service Company. The *News Journal* is the Media Sponsor.

The Return of the Pre-Raphaelites is made possible, in part, by grants from the National Endowment for the Arts, and the Delaware Division of the Arts, a state agency committed to promoting and supporting the arts in Delaware.

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About GE Money

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About the Delaware Art Museum

Founded in 1912, the Delaware Art Museum holds a world-renowned collection that focuses on American art and illustration from the 19th to the 21st century as well as the British Pre-Raphaelite movement of the mid-19th century. The Museum offers the outdoor Copeland Sculpture Garden, the Helen Farr Sloan Library & Archives, studio art classes, the interactive Kids' Corner learning area, the delART Café featuring free Wi-Fi access, and the Museum Store with distinctive books and gifts.

The Delaware Art Museum is open Tuesday through Saturday 10:00 a.m. – 4:00 p.m. and Sunday noon – 4:00 p.m. Regular admission is adults (18 – 59) \$10, seniors (60+) \$8, college students \$5, and youth (7 – 17) \$3, with children 6 and under entering for free, and admission free to all visitors on Sunday. For more information, call 302-571-9590 or 866-232-3714 (toll free), or visit the website at www.delart.org.