

Santa Monica Historical Society Museum Receives \$100,000 Donation from Museum President and Her Husband

Louise and Bob Gabriel Help Campaign Move Closer to Its Goal

SANTA MONICA – (March 26, 2007) – The Santa Monica Historical Society Museum (SMHSM) announced today that it recently received a donation of \$100,000 from the Museum's President and CEO, Louise Gabriel, and her husband, Bob Gabriel, who serves on the museum's board of directors and is chairman of its Permanent Home Committee.

Launched in late 2006, the SMHSM \$5 million capital campaign for the build-out of the new state-of-the-art museum has reached more than one third of the target goal. The Gabriels' donation of \$100,000 matches other \$100,000 donations made last month by long-time Santa Monica residents and city historians Ron and Ann Funk, and late last year by Dr.

John E. Gilmore. All three donations are the largest received so far by private benefactors.

"Bob and Louise have each given over 50 years of ongoing service to the community," said Nat Trives, board member of the museum. "Both were very active in Santa Monica's Centennial celebration in 1975, are founding members of the museum, and have devoted much of their lives to helping preserve Santa Monica's heritage. Without their assistance, SMHSM would not be on its way to having a permanent home."

In the last 50 years, Louise Gabriel has contributed over 70,000 hours in community service, over half of which has gone to the establishment and development of the museum. Tireless in her efforts to find a permanent home for the museum, she has held numerous positions with the organization, including official historian, photographer, photo archivist, and historical writer. She also was the first membership chairman.

Prior to becoming president of SMHSM, Louise Gabriel served as president of other organizations, including the Santa Monica Salvation Army Auxiliary, Santa Monica Hospital Auxiliary, Santa Monica Bay Woman's Club, Santa Monica College Patrons, Santa Monica Boys Club Auxiliary, and the Marina Satellites of the California Federation of Women's Clubs.

Louise has been honored by many service organizations, the City of Santa Monica and Los Angeles County for her dedication and hard work on behalf of SMHSM. She has received over 30 recognition and service awards, including YWCA's Woman of the Year Award, Citizen of the Year award from the Santa Monica Board of Realtors, Recognition for Service award from the Santa Monica Chamber of Commerce and more.

Bob Gabriel has been serving the personal and business insurance needs of the community since the founding of his firm, Bob Gabriel Co., in 1954. Known for his smiling face, warm handshake



and the friendly, prompt and courteous attention he gives to all his clients, Bob is also the recipient of many awards and honors for his community involvement. They include the Santa Monica Realtor Citizen of the Year Award, National Conference of Christians and Jews Humanitarian Award, Kiwanis Club's Community Service Award and the Boys Club of America's Medallion for Unusually Devoted Service to Youth.

Bob currently serves on the Santa Monica Hospital Board of Advisors and is an advisory board member of Santa Monica College. He is past chair on the board of directors for the Santa Monica Convention and Visitors Bureau, served on the Wise Senior Services board, past chair Santa Monica Chambers of Commerce, and past city councilman.

"I've always said that Santa Monica is the biggest 'little city' in the world with so much history," said Bob. "How proud I am to support the museum's preservation work, which has been ongoing since Santa Monica's Centennial celebration in 1975. Our new state-of-the-art museum will showcase for the public the many wonderful treasures gathered together over the years," he added.

Added Louise Gabriel, "We feel privileged to be living in beautiful Santa Monica, a place we fell in love with when we first came here from out-of-state and knew this was where we wanted to spend the rest of our lives. When we discovered Santa Monica's history during the centennial, we decided to take an active part on seeing that its history would be preserved and kept alive for all generations to know and value."

Monies being raised by SMSHM will allow the museum to be relocated to a new 5,000-square-foot facility situated on the Santa Monica Main Public Library campus (located on 7th Street in Santa Monica) in late 2007. SMHSM is appealing to the city's residents and business owners for support, as well as others who at one time may have lived and/or worked in Santa Monica. To honor contributors, the museum's Board of Directors has established a Donor's Circle – donors will receive special recognition on the Wall of Legacy, a permanent fixture in the new museum. To contribute, or for more information, the public should call 310-395-2290 or visit www.santamonicahistory.org.

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About the Santa Monica Historical Society Museum:

The Santa Monica Historical Society Museum is a non-profit organization whose mission is to collect, preserve and make accessible the rich history, art and culture of the Santa Monica Bay Area. Through the advancement of historical information, educational programming and the preservation of its archival collections and historical objects, the museum aims to give residents a sense of roots, belonging and an appreciation for the unique qualities of their city, and to instill a sense of pride in the diverse, multi-cultural past of Santa Monica. The museum's goal is to provide public access to its extensive collections through interpretive exhibitions, on- and off-site programs, and through archival research services for youths and adults. To learn more about SMHSM, please call 310 395-2290 or visit www.santamonicahistory.org.

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