

Morley Builders Helps Santa Monica Historical Society Museum Capital Campaign Top Million-Dollar Mark

SANTA MONICA – (November 13, 2007) – The Santa Monica Historical Society Museum (SMHSM) announced today that Morley Builders presented a \$250,000 check to the Museum to support its capital campaign.

This donation marks the single largest contribution to the capital campaign to date, and pushes the campaign's total raised to date to over \$1million. The goal is \$2,000,000.

The donation supports the Morley Builders Research Library in the new state-of-the-art museum to be built at the Santa Monica Main Public Library campus, and allow for multiple uses of that library. A hub of ongoing activity, this area will provide a hands-on, discover-and-explore environment for lively, pertinent programming, workshops and events as well as continuing research on rare historical material. A unique component of the research library will be the "Digital Discovery Center" which will open the museum's collections to the public through a digital catalog for researchers and students. The museum's rare and large collection of images will also be accessible through the "Digital Discovery Center."

"Morley Builders is the gold standard of corporate involvement in the community, noted Louise Gabriel, president/CEO of the Santa Monica Historical Society Museum. "Morley Builders' support of the museum's new permanent home is particularly appropriate because it built the Santa Monica Public Main Library within which the new museum will be located."

Southern California has been home to Morley Builders for 60 years. The company has, since its earliest years, given back to the community, especially through its support of programs that improve the quality of life for all who live and work here.

The new museum provides unique and significant naming opportunities for major gifts that will be permanently recognized within the museum. Benefactors can choose to support interactive exhibits and theme areas in the permanent gallery, the changing exhibit gallery and the lobby. To become a supporter, please call (310) 395-2290.

Founded in 1975 under the City of Santa Monica Centennial Committee, the non-profit Historical Society Museum has been operating in various temporary venues and is currently located at 1539 Euclid Street. In Spring 2008, the museum will be relocating to a new permanent facility in the Santa Monica Public Library complex. The convenient downtown location will offer residents the opportunity to explore and

learn about Santa Monica's rich and diverse history in an exciting new cultural center. Please call (310) 395-2290 or visit www.santamonicahistory.org for more information.

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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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