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GRAND RAPIDS ART MUSEUM HOSTS NEW YEAR'S EVE CELEBRATION: "GLITTER AT GRAM"

Celebration features music from DJ Todd Ernst, galleries open late, games, and more

GRAND RAPIDS, Mich., December 13, 2011 – Grand Rapids Art Museum (GRAM) will host "Glitter at GRAM," a New Year's Eve celebration featuring games, galleries open late, music by special guest DJ Todd Ernst, a cash bar, and more.

"This is a great opportunity to count down to 2012 in the heart of downtown Grand Rapids," said Randy Van Antwerp, GRAM's Deputy Director for Administration and CFO. "We're looking forward to hosting another fun New Year's Eve celebration!"

GRAM will reopen at 6:30 p.m. on December 31 for New Year's Eve, and will remain open until 12:30 a.m. During Glitter at GRAM, admission is only \$5 for non-members and FREE for GRAM Members. Guests will receive a wristband at the door for re-entry into the Art Museum during the New Year's Eve celebration.

Cash bar available. Pre-packaged snacks and party favors will be available for sale in the lobby. Limited to first 1,000 guests.

Hours of Admission on Saturday, December 31:

- 10:00 a.m. – 5:00 p.m.
- 6:30 p.m. – 12:30 a.m.
- Closed from 5:00 p.m. to 6:30 p.m. to prepare for festivities.

Admission Price:

- \$5 for non-members, free for Museum Members.

Activities:

- Music by DJ Todd Ernst (8-12:30 a.m.) Todd is best known for his signature sound of lo-fi and luxury house music, where he fuses classics like a jazz-inspired version of "Tainted Love" with various styles of electronic music, creating a wide variety of music all ages will enjoy.
- Games (Jenga, checkers, chess, Twister, and more) in the auditorium
- Family gallery guides available at the Guest Services Desk
- Cash bar

About DJ Todd Ernst:

Ernst has been in the music and events scene for over 20 years. His electronic music and soundscapes have been featured throughout West Michigan at just about every major venue, including The Reptile House, The Orbit Room, Opus 1894, and Crush & EVE at The BOB. He was also behind several of the Amway Hotel Collection's events, including the Juice Ball, Little

Black Dress, the Cyg-nature events, and the Glitter Ball (the inspiration behind "Glitter at GRAM"). Ernst has held multiple residencies in Detroit, Lansing, Kalamazoo, and occasionally Chicago, and most recently held a 2-year residency at the JW Marriott's Mixology Lounge.

About the Grand Rapids Art Museum

The mission of the Grand Rapids Art Museum (GRAM) is: to inspire discovery, enjoyment, and learning about art; to serve as a welcoming and inclusive cultural resource; to collect, conserve, and interpret works of art of the finest quality. Established in the heart of downtown Grand Rapids, the new Art Museum is internationally known for its distinguished design and LEED Gold certified status. Established in 1910 as the Grand Rapids Art Association, GRAM has grown to include more than 5,000 works of art, including American and European 19th and 20th century painting and sculpture and more than 3,500 works on paper. Embracing the city's legacy as a leading center of design and manufacturing, GRAM has a growing collection in the area of design and modern craft.

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