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**ARTS ADVENTURES PROGRAM IN ACTION WITH PARTNER ORGANIZATIONS UMMA AND UMS**

Ann Arbor, MI (February 16, 2021) – The University of Michigan Credit Union (UMCU) showcases the impact its Arts Adventures Program has on Southeast Michigan, the University of Michigan (U-M), and the surrounding communities with the release of a new video.

The video highlights the diverse array of arts-related programs, including performances by world-renowned artists, hands-on art-making workshops, engaging in-person and virtual events, and digital presentations, that Arts Adventures sponsors. Watch the video here: <https://youtu.be/UcQBrTXAK_0>

UMCU’s Arts Adventures Program was founded in 2016 with a $1.5 million investment to establish the first corporate endowment for the University Musical Society (UMS) and the University of Michigan Museum of Art (UMMA). The endowment allows UMS and UMMA to provide thousands of Southeast Michigan community members, families, children, U-M students and faculty, and underserved communities with extraordinary access to affordable arts programming.

“Programs like Arts Adventures are incredibly important. We know that exposure to art and making art is part of how kids grow, it’s part of how they learn, it’s part of how they feel okay in the world. Without UMCU’s support, the museum couldn’t offer sustained programs,” said Tina Olsen, Director of UMMA. She also notes, “I see a partnership with UMCU as such an important part of community because UMCU is such an integrated and grounded part of the community.”

In response to the unprecedented coronavirus (COVID-19) pandemic, UMCU’s support remained unwavering as its Arts Adventures Program partners, UMS and UMMA, adapted to the health and safety restrictions put in place by the state of Michigan. To continue to offer arts experiences, UMCU sponsors digital presentations and interactive virtual events that can be streamed or viewed on-demand by the community, at no cost.

UMS President Matthew VanBesien remarked, “Arts Adventures is our program with UMCU that emanates from an incredible gift … that ensures that not only does this programming and activity will happen now but it will happen for the future.” He continued, “We’re constantly challenging ourselves to think about ‘how do we really integrate our artists that we bring, the ensembles that we’re bringing here to Michigan, really to be that cultural resource for the region’.”

Tiffany Ford, President and CEO of University of Michigan Credit Union, emphasized the importance of not only making arts more accessible, but that the programs are representative of all people in Southeast Michigan, “The goal of Arts Adventures is to ensure arts programming is widely available to people of all races, cultures, socioeconomic statuses, ages, and backgrounds. Quality arts experiences and programs are provided equitably and represent the diversity of the many unique cultures that comprise our communities.” She added, “When someone is exposed to something it opens their eyes to the possibility. We want the students to see the possibility of: I could be this great musician, this great artist, this great painter, this great dancer. We were very specific in saying we want this to be something that is everlasting because we recognize that if we build the community today, we can continue to build the community with a focus on the arts that will have a long-lasting effect for generations.”

**About the University of Michigan Credit Union, UMCU**

The University of Michigan Credit Union is a member-owned, not-for-profit cooperative. Its purpose is to amaze UMCU members, the community, and its team by working together for shared success.

UMCU is the only credit union headquartered in Ann Arbor, Michigan. When established in 1954, there were 12 members and $9 in assets. Today, UMCU has more than 100,000 members and more than $1 billion in assets, and it continues to grow. With eight branches in Ann Arbor, one in Ypsilanti, a branch in Dearborn, and three branches in Flint, UMCU serves the financial needs of the University of Michigan, Eastern Michigan University, Washtenaw Community College, and their surrounding communities. For more information, visit umcu.org or follow UMCU on [Facebook](https://www.facebook.com/umcreditunion/), [LinkedIn](https://www.linkedin.com/company/university-of-michigan-credit-union/), [Twitter](https://twitter.com/UMCreditUnion), and [Instagram](http://www.instagram.com/umcreditunion).

**About the University of Michigan Museum of Art, UMMA**

Located at the heart of one of the world’s finest public research universities and housing a venerable, encyclopedic art collection of more than 21,000 objects, the University of Michigan Museum of University of Michigan Credit Union Endows New Arts Adventures Program with a $1.5 Million Gift to University Musical Society and University of Michigan Museum of Art (UMMA) seeks to transform individual and civic life by promoting the discovery, contemplation, and enjoyment of the art of our world. UMMA engages more than 245,000 visitors on-site annually and a similar size global audience via exhibition tours, publications, and online tools. The Museum is always free and is fully accessible, fostering a climate of inclusion and participation. Recently ranked the number one public university art museum in the country by Best College Reviews, UMMA enables compelling encounters with art that ignite creativity and forge connections across diverse disciplines, geographies, and cultures.

**About the University Musical Society, UMS**

One of the oldest performing arts presenters in the country, UMS (also known as the University Musical Society) contributes to a vibrant cultural community by connecting audiences with performing artists from around the world in uncommon and engaging experiences. An integral part of the Ann Arbor community, UMS is an independent non-profit organization affiliated with the University of Michigan, presenting over 70 music, theater, and dance performances by professional touring artists each season, along with over 100 free educational activities. UMS is part of the University of Michigan’s “Victors for Michigan” campaign, reinforcing its commitment to bold artistic leadership, engaged learning through the arts, and access and inclusiveness. UMS was awarded the 2014 National Medal of Arts by President Obama.