

## LUXURY CAR BRAND GENESIS USA SELECTS THE J. PAUL GETTY MUSEUM TO RECEIVE A \$250,000 ARTS EDUCATION GRANT

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**LOS ANGELES, Feb. 14, 2017** - Genesis USA is proud to announce its first-ever grant award to the J. Paul Getty Museum. The \$250,000 grant will be awarded by Genesis USA to create an innovative education initiative to benefit Title 1 high school students in Los Angeles and surrounding communities. This is the first corporate social responsibility (CSR) award of the recently announced new luxury Genesis brand and will be made in conjunction with the kick-off of the 2017 Genesis Open, the PGA TOUR tournament held February 13-19 at The Riviera Country Club in Pacific Palisades, Calif. With the sale of every Genesis model in the U.S., a donation is made to arts enrichment programs serving children across the country.

The grant will be used to create a groundbreaking arts enrichment program that provides students with access to the arts through an immersive experience that occurs both in students' communities and via online platforms. Thousands of high school students from underserved and Title 1 Schools in the Los Angeles area are expected to participate in the program at the Getty Center, with potentially thousands more joining in the experience online.



From left, Timothy Potts, Director, J. Paul Getty Museum, Erwin Raphael, General Manager, Genesis Motor America, Maria Hummer-Tuttle, Chairman of the Board of Trustees, J. Paul Getty Trust, Jerry Flannery, President and CEO, Genesis Motor America, Harry Han, Chief Executive Coordinator, Genesis Motor America and Jim Cuno, President and CEO, J. Paul Getty Trust accept an arts education grant from Genesis Motor America at the J. Paul Getty Museum on Tuesday, February 14, 2017, in Los Angeles, California. (Photo by Ryan Miller/Capture Imaging)



From left, Harry Han, Chief Executive Coordinator, Genesis Motor America, Timothy Potts, Director, J. Paul Getty Museum, Maria Hummer-Tuttle, Chairman of the Board of Trustees, J. Paul Getty Trust, Jim Cuno, President and CEO, J. Paul Getty Trust, Jerry Flannery, President and CEO, Genesis Motor America and Erwin Raphael, General Manager, Genesis Motor America accept an arts education grant from Genesis Motor America at the J. Paul Getty Museum on Tuesday, February 14, 2017, in Los Angeles, California. (Photo by Ryan Miller/Capture Imaging)

"At Genesis, we are driven by the philosophy that we are responsible global citizens committed to advancement in our vehicles and in the communities in which we operate," said Erwin Raphael, General Manager of the Genesis brand in the U.S. market. "Genesis believes that arts can open doors, foster collaboration, and expand minds. With a commitment to CSR, our goal is to harness the power of the arts to fuel the next generation. We want to help kids enhance their creativity and collaboration skills, improve their problem-solving and critical thinking ability, and increase their self-confidence. We are proud to award this first grant to the Getty Museum, an organization so deeply embedded in the cultural landscape of Los Angeles and which embodies this philosophy."

Genesis USA's CSR mission is to make a real impact on children's lives by supporting programs that foster creativity and spark curiosity, offer new experiences and enhance personal development beyond the classroom. The Genesis-Getty program, designed with this mission in mind, will consist of curriculum-based challenges and instruction that link the 21st century skills of creativity, critical thinking, communication and collaboration to science, engineering and mathematical principles.

"I am thrilled that Genesis is partnering with the Getty Museum in innovative educational initiatives that will allow our diverse community to engage more effectively with the arts both intellectually and emotionally," says Timothy Potts, director of the J. Paul Getty Museum. "The program we are creating will help teens do more than develop curriculum-based skills; we will be helping them find their voice through creative challenges and community building. We applaud Genesis' commitment to supporting arts education."

A special grant ceremony is being held on Tuesday, February 14, 2017 at the Riviera Country Club, with executives from Genesis USA and the Getty, to formally announce the program. The program, which will bring teens into the development phase, will launch fully in one year.

The Genesis Open, L.A.'s PGA TOUR event, is bringing the next chapter in championship golf to The Riviera Country Club February 13 - 19, 2017. One of the most historic and longest-running events on the PGA TOUR, the tournament celebrated its 90th playing in 2016 as Bubba

Watson won the event for the second time. With the TGR Live serving as event management company for the Genesis Open, the Tiger Woods Foundation is the primary benefiting charity with proceeds from the event supporting the foundation's college-access programs in Southern California.

## **Genesis Motor America**

Genesis Motor America, headquartered in Fountain Valley, Calif., distributes, markets and services Genesis vehicles in the United States. Genesis is an all-new global luxury automotive brand that delivers 'human-centered' luxury and the highest standards of performance, design and innovation. A total of six new Genesis models will launch by 2021 and will compete with the world's most renowned luxury car brands. All Genesis vehicles sold in the U.S. are covered by an industry-leading warranty with enhanced roadside assistance and concierge services.

For more information on Genesis and its new definition of luxury please visit [www.genesis.com](http://www.genesis.com)

Please visit our media site for the latest news at [www.genesisnewsusa.com](http://www.genesisnewsusa.com).

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## **The J. Paul Getty Trust**

The J. Paul Getty Trust is an international cultural and philanthropic institution devoted to the visual arts that features the Getty Conservation Institute, the Getty Foundation, the J. Paul Getty Museum, and the Getty Research Institute. The J. Paul Getty Trust and Getty programs serve a varied audience from two locations: the Getty Center in Los Angeles and the Getty Villa in Malibu.

Sign up for e-Getty at [www.getty.edu/subscribe/](http://www.getty.edu/subscribe/) to receive free monthly highlights of events at the Getty Center and the Getty Villa via e-mail, or visit our event calendar for a complete calendar of public programs.

The J. Paul Getty Museum collects Greek and Roman antiquities, European paintings, drawings, manuscripts, sculpture and decorative arts to 1900, as well as photographs from around the world to the present day. The Museum's mission is to display and interpret its collections, and present important loan exhibitions and publications for the enjoyment and education of visitors locally and internationally. This is supported by an active program of research, conservation, and public programs that seek to deepen our knowledge of and connection to works of art.