

Media Release

“Be In Art”

MOCAD’s 3rd Annual Benefit

Saturday, May 3, 2008

6PM ~ Sit-down dinner in Woodward Avenue Gallery, tickets start at \$500

8PM ~ Food, drinks, and dancing, tickets start at \$125

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FOR IMMEDIATE RELEASE

THE THIRD ANNUAL BENEFIT PARTY FOR THE MUSEUM OF CONTEMPORARY ART DETROIT

“BE IN ART,” is the theme for MOCAD’s 3rd annual benefit, held on-site for the first time inside MOCAD’s galleries on Woodward Avenue in Detroit on May 3rd. The event begins at 6 pm and concludes after midnight. In between, guests will have all sorts of encounters with terrific art. This is a MOCAD party, after all—fantastic, elegant and provocative.

The festivities begin at the front door. Artists have designed a special entrance to MOCAD. The party space will be overloaded with good, affordable art and other stuff, in a silent auction. This is an opportunity to purchase something you shouldn’t live without, at the right price and benefit MOCAD as well the artist who made it.

6 pm Supporter tickets (\$500) include a sit-down dinner, in the midst of an art exhibition in the process of installation. See how a group of important Detroit area artists make their art. A live auction of major art and other treasures accompanies dinner in main Woodward gallery of the Museum.

8 pm general benefit tickets (\$125) include food, drinks and live music by “Notorious,” playing old favorites for dancing in the MOCAD café. Desserts, tours of the art in process, lots to see, experience and come away with.

Net proceeds from the benefit will go directly towards funding public programs, education and exhibitions at the Museum. In a short 16 months of being open we have had over 50,000 visitors who have enjoyed MOCAD and all our programs for free. The arts should be open to everyone. Recently voted Best New Art Gallery by the readers of Real Detroit, they stated, “beyond simply raising the cultural epicenter of the city to a whole new level, MOCAD has stirred the creative community in such a positive way that it seems there’s a newly acquired investment in the arts from the Detroit River downtown stretching to the edges of every suburb.”

The Museum of Contemporary Art Detroit is located at 4454 Woodward Avenue, Detroit, Michigan 48201. Museum hours are 11-5 Wednesdays and Sundays; 11-8 Thursday – Saturday, unless otherwise posted. For ticket information about MOCAD’s May 3rd, 2008 Benefit please call the Museum at 313-832-6622, or visit [HYPERLINK "http://www.mocadetroit.org/benefit"](http://www.mocadetroit.org/benefit) www.mocadetroit.org/benefit2008