



For Immediate Release  
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## Biggs Museum Receives Grant from Kraft Foods, Inc.

Grant will support the *Biggs Kids* program.



**Dover, DE** – The Biggs Museum of American Art has received a grant in the amount of \$5,000 from Kraft Foods Inc. The grant will directly support the continuation and growth of the *Biggs Kids* program. The 2008 grant is the fourth grant received from Kraft Foods Inc. in support of youth educational programming at the Biggs Museum.

“The Biggs Kids program is designed to serve all youth and expose them to various types of art and its history,” said Linda Danko, Director of the Biggs Museum. “The continued growth in each month’s attendance is reflective of our community’s desire for and appreciation of free, art-related programming. The grant from Kraft Foods Inc. will enable the Biggs Museum to continue to provide children with innovative programming that inspires creativity, strengthens the desire to learn and increases self-esteem.”

The *Biggs Kids* program was established in 2003 and currently serves over two hundred children annually. In response to overwhelming participation at each month’s *Biggs Kids* program, the Biggs Museum is pleased to announce the introduction of *Mini-Masters*, a new program offering art-related activities to children ages three to five. The first *Mini-Masters* program will be held Wednesday, February 11, 2009 at one p.m. Additional information on the *Mini-Masters* program will be released within the next month.

Rebecca Cooper, Educational Programs Coordinator of the Biggs Museum, is delighted to expand youth educational offerings at the Biggs Museum. “Not only does Kraft’s support enable us to continue to offer *Biggs Kids* the first Saturday of every month, but

also to reach out to a younger segment in which the Biggs Museum has never been able to before.”

### **About Biggs Kids**

*Biggs Kids* program is designed to help children understand art in the world around them. The program is held the first Saturday of every month and is open to all children, ages five through ten. A new and different activity is developed each month in conjunction with the museum’s permanent collection or the current temporary exhibition to encourage year-round participation. As a free program, *Biggs Kids* is able to serve all youth within the program’s age group regardless of socio-economic or ethnic background. *Biggs Kids* offers children another approach to experience education in a safe, positive and creative atmosphere.

### **About Kraft Foods Inc.**

The Kraft grant was recommended by the Kraft-Dover facility, which administers local charitable contributions in the areas of hunger relief, healthy lifestyles and access to the arts. Kraft Foods markets many of the world’s leading food brands, including, MAXWELL HOUSE® coffee, KRAFT® cheese, NABISCO® cookies and crackers, PHILADELPHIA® cream cheese, OSCAR MAYER® meats, POST® cereals and MILKA® chocolates, in more than 150 countries. For more information, please visit [www.kraftfoods.com](http://www.kraftfoods.com).

### **About the Museum**

The Biggs Museum seeks to serve a diverse public as a regional museum of fine and decorative arts, made from 1700 to present, representing the State of Delaware and the surrounding Mid-Atlantic region. The Biggs Museum engages audiences through a compelling program of temporary exhibitions and programming. The Biggs Museum encourages the development of creativity and an appreciation for art by offering a comprehensive slate of educational programming for all ages. The Biggs Museum of American Art is a private, non-profit 501(c) (3) organization.

**Hours of Operation:** Tuesday through Saturday; 9:00 a.m. until 4:30 p.m. Sunday; 1:30 p.m. until 4: 30 p.m.

**Admission:** Biggs Museum is free to the public year-round. Fees may apply to certain programs and special events.

### **The Biggs Museum of American Art**

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**Top Images:**

Left: Biggs Kids November 2008

Center: Kraft Foods Logo

Right: Biggs Museum receives grant from Kraft Foods, Inc on November 25, 2008.