



**For Immediate Release:**

Sept. 10, 2010

## **LIBERACE MUSEUM TO CLOSE ITS DOORS OCT. 17**

**Las Vegas** – After 31 years of operation, the Liberace Museum will close its doors Sunday, Oct. 17, 2010 to focus its monetary contributions on the Liberace Foundation.

Due to the economic downturn and the decline in the number of visitors, the Museum is forced to close the space and focus primarily on its dedication to the Foundation and the donation of scholarships.

“On behalf of the Board of Directors, we feel it is important to close the Museum to ensure the future of the Liberace Foundation and to keep the legacy of Liberace alive through its continued scholarship program,” said Jeff Koep, chair of the Liberace Foundation. “Since the inception of the foundation 34 years ago, more than \$6 million in scholarships have been awarded to 2,700 students, and we will continue to award scholarships to deserving individuals.”

The memorabilia at the Liberace Museum will be maintained. A national touring exhibit is planned, and details will be announced at a later time. The board will also continue to research options for a location change to make the Museum more accessible to potential patrons.

“The traveling exhibit is an exciting way to share the life and legacy of Liberace while providing an income stream for the Foundation,” said Koep. “In no way do we intend to close the doors and not continue to explore options that will allow us to reopen at a later date.”

The Museum hours will be extended until the closing date, which will be announced at a later time.

**About the Liberace Foundation:**

The Liberace Museum is a non-profit organization that supports the mission of The Liberace Foundation for the Performing and Creative Arts which has funded scholarships since 1976. The scholarship program has provided nearly \$6 million in scholarships, touching the lives of more than 2,700 students from 120 of the nation's premier institutions. For more information, to make a donation and to become a supporter of the Liberace Foundation, call 702.798.5595, visit the website at [www.liberace.org](http://www.liberace.org), or email [info@liberace.org](mailto:info@liberace.org).

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