

FOR IMMEDIATE RELEASE

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Contact: Maddie Jack

Marketing Communications Manager

(o) 920-734-3358 | (c) 920-460-4579

mjack@foxcities.org

Fox Cities Convention & Visitors Bureau awards grant for B(ART) at Trout Museum of Art

B(ART) displays the art of creating hand-drawn 2D animations for a beloved primetime television show

GRAND CHUTE, Wis. (March 15, 2023) – The Fox Cities Convention & Visitors Bureau (FCCVB) awarded a \$30,000 Tourism Development Grant to Trout Museum of Art (TMA) to help fund the development of their newest exhibit, B(ART).

“On display for the first time in Wisconsin, B(ART) has the power to draw thousands of visitors to the Fox Cities,” says Pam Seidl, Executive Director of the FCCVB. “We applaud TMA for their work in bringing a one-of-a-kind experience to our visitors.”

B(ART) is an unauthorized and in-depth look at the artwork created for America’s longest-running primetime animated television show. Visitors will find brightly painted walls covered with over 200 of the original, hand-made animation cels that represent the first 13 years of the series’ 33-year history. In addition to the cels, visitors are invited to explore the animation process using iPads and lightbox animation stations throughout the gallery.

“We are so appreciative to the FCCVB for their support of B(ART)! Grant dollars like these give TMA the opportunity to drive residents and visitors from outside our community to the museum to see the exhibit and what the Fox Cities have to offer,” says Christina Turner, Executive Director of TMA. “From an amazing look into hand-drawn animation to great interactive moments, visitors have a chance to step right into Bart’s Springfield!”

B(ART) will be on display through May 28th, 2023 and more information can be found at troutmuseum.org.

Since its inception, the FCCVB has awarded more than \$10 million in grants through its Tourism Development Grant program. The program helps support tourism development projects such as wayfinding signage, trail expansions, large-scale events, capital development projects, and more.

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The Fox Cities Convention & Visitors Bureau strengthens the local economy by investing in and promoting our community. In the Fox Cities, which includes 19 communities, visitor spending totaled approximately \$466 million in 2021. This direct spending supported more than 4,652 jobs and \$117 million in income for Fox Cities residents. www.foxcities.org