

HAVE YOU "HERD" THE BIG NEWS?!
THE ELEPHANTS ARE COMING TO SANTA MONICA!

In celebration of World Elephant Day on August 12, the Santa Monica Art Museum in collaboration with the worldwide exhibition Elephant Parade®, are proud to announce a selection of handcrafted five-foot-tall elephant sculptures from the creative minds of entertainment icons including Katy Perry, Tiésto, Lily Tomlin, Khloé Kardashian, Cesar Millan, and Oliver Benjamin.

ELEPHANT PARADE is an Amsterdam and Thailand-based social enterprise company that has produced exhibitions in over 20 countries, having raised awareness and over \$1 million for elephant welfare, aiming to attract, inspire, inform, encourage, and generate awareness for the endangered Asian elephant.

Christoph Rahofer, Founder of The Santa Monica Art Museum, "ELEPHANT PARADE is one of the great examples of how art can raise awareness for nature preservation with the help from communities, celebrities and institutions. SANTA MONICA ART MUSEUM is proud to be part of the movement."

René de Wit, Managing Director at Elephant Parade, "After our successful parades in Dana Point and at Resorts World Las Vegas, we are thrilled to bring our colourful herd again to the United States. We hope that our vibrant art pieces will give the visitors of the Santa Monica Art Museum a reason to smile, meet friends and have a great day. Awareness for the threatening situation of the Asian elephants would be the crown on our work."

Elephant Parade is supported and championed by many other iconic individuals in arts and culture including Celine Dion, Romero Britto, Sir Richard Branson, Ricky Gervais, Tommy Hilfiger, Phil Collins, Bryan Adams, and more.

Celine Dion, "The elephant is one of the most elegant species on earth, and a precious jewel in the crown of Mother Nature. It is a true privilege for us to honor this beautiful animal, intricately adorned with the elegance of crystals, and may we be blessed with their presence on this earth for eternity."

With a habitat reduced by 95% and a population decline of 90%, the Asian elephant is a species in desperate need of our help. If we don't act now, the Asian elephant will become extinct.

The Santa Monica Art Museum will be holding an opening of the exhibit on World Elephant Day, August 12th from 10am-3pm, with an opportunity for press and media coverage 12pm-2pm.

The remainder of the exhibition will run from Thursday, August 17th to Friday, September 22nd with hours open to the public Thursdays and Fridays 2pm-8pm, Saturdays 11am-8pm, and Sundays 10am-6pm.

For media and press inquiries, contact Parade Director, Dana Yarger.
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