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The MAX Launches Campaign to Support Teachers and Students
Field trips and school tours enlighten and inspire students to pursue their dreams

MERIDIAN, Miss. (February 4, 2020) – Mississippi’s Arts + Entertainment Experience (The MAX) is becoming a popular destination for student field trips, and a new initiative being launched this year will enable even more teachers and classes to experience The MAX and the inspiration that comes from learning about Mississippi’s greatest success stories.

The new initiative, named “Every Day is Teacher Appreciation Day” is being implemented immediately.

Last year, The MAX hosted 82 field trips and 3,835 students who explored the immersive and interactive exhibits of Mississippi’s places and famous entertainers. This year, The MAX is expanding its efforts to open the facility to students, and will reach out to teachers with incentives to consider bringing their class to The MAX.

Surveys indicate that a visit to The MAX changed how students viewed the world, and themselves. The common theme among the many Mississippi singers, actors, artists and musicians is they followed their dreams. By seeing other Mississippians rise from humble beginnings to achieve great success, students are inspired to believe they can achieve their dreams, too.
“We have seen that students become very inspired by the exhibits and the things they see and learn here, so we want to expand our efforts to be even more accessible to teachers and their students,” said Mark Tullos, President and CEO of The MAX. “The typical reaction we hear from students is that they had no idea that Mississippi had something like this.”

Tullos said direct communications are being made to schools and teachers across the region, outlining the exhibits and interactive experiences available. In addition to learning about famous Mississippians, students can make virtual artwork, sing in a church, plant a garden, create a music playlist or even sit at a virtual table and learn about culinary arts.

“Our goal is to make teachers aware of what we have here, and how this experience could inspire their students to pursue their dreams and opportunities,” Tullos said. “Students learn so much here and have so much fun doing it. The students who are brought here for a field trip or tour never leave disappointed.”

The MAX will provide a means to easily book tours and field trips and offer teachers free admission and guest passes if they wish to evaluate and experience the facility before accompanying their class on a field trip. The facility may also offer support for providing transportation, where those needs exist. Additionally, members of the working staff at The MAX are actively informing teachers on the available resources and opportunities. Both K-12 school teachers and classes are welcome, along with home schoolers.

To find out more about opportunities for teachers and students, go to www.msarts.org/fieldtrip

About The MAX

The MAX showcases Mississippi’s Arts and Entertainment history in one immersive destination. Here, visitors of all ages explore the global impact of Mississippians on music, literature, art, entertainment, and cuisine. The MAX honors our state’s creative legacy and inspires the next generation of creators through a unique experience of interactive exhibits. Come discover the Mississippi roots of some of the world's greatest arts and entertainment icons — like Elvis Presley, Oprah Winfrey, B.B. King, Faith Hill, Sela Ward, and Kermit the Frog, just to name a few.

To request images, additional information or resources, contact Jerome Trahan, Director of Marketing, at jerome@msarts.org