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THE MUSEUM OF MODERN ART

11 WEST 53 STREET, NEW YORK 19, N. Y.

TELEPHONE: CIRCLE 5-8900

No. 68

FOR RELEASE:

Tuesday, June 20, 1961

Mme. Helena Rubinstein has contributed \$25,000 to the Museum of Modern Art's 30th Anniversary Drive, Gardner Cowles, Chairman of the drive, announced today.

Mme. Rubinstein is well known as an art patron and has a distinguished collection herself. The contribution was made by the Foundation which bears her name.

The Museum is currently raising \$25,000,000 for an additional building and for endowment and program. More than \$13,000,000 has been pledged since the drive was launched 19 months ago.

For additional information contact Elizabeth Shaw, Publicity Director, Museum of Modern Art, 11 West 53 Street, New York 19, N.Y. CI 5-8900.

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To: Photo Assignment Editors

From: Elizabeth Shaw, Publicity Director

Mme. Helena Rubenstein will present \$25,000 to Gardner Cowles, Chairman of the Museum of Modern Art's 30th Anniversary Drive on Monday, June 19 at 11 am. in the Museum Sculpture Garden.

Mme. Rubenstein, noted art patron and owner of a distinguished collection herself, will make the presentation on behalf of the foundation which bears her name.

The Museum's Drive is currently raising twenty-five million dollars in order to build an additional wing and for endowment and program funds. More than 13 million dollars has been raised since the drive was launched 19 months ago.

Sent to NY Times

" " *Herald Tribune*