The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

NO. 91
FOR RELEASE
OCTOBER 30, 1973

The appointment of John H. Limpert, Jr. as Director of Membership and Development of The Museum of Modern Art was announced today by Richard E. Oldenburg, Director of the Museum. Mr. Limpert is taking a leave of absence from his association as corporate representative with The Keedick Lecture Bureau to join the Museum in his newly created position.

"We are delighted that Mr. Limpert is joining us," Mr. Oldenburg said. "His background in advertising and his experience in arranging programs for major U. S. corporations, associations and other organizations should be of particular value in expanding the Museum's bases of support."

Before joining Keedick, Mr. Limpert was successively an account supervisor at McCann-Erickson, Inc., and a vice president of Ted Bates and Company, both New York advertising firms.

Mr. Limpert's area of responsibility encompasses what have heretofore been separate departments. Membership and Development activities are both vitally important sources of support for the Museum, and close coordination of these programs will strengthen the Museum's efforts to increase assistance from private and public sectors.

Mr. Limpert is a graduate of Harvard College and also attended the Harvard Law School. He is active in alumni activities and serves currently as an appointed director of the Associated Harvard Alumni. In addition, he acts as activities and university relations chairman of the Harvard Club of New York City and is a member of its board of managers.

He also serves on the Board of Trustees of The Children's Aid Society of New York, one of the oldest and largest child welfare agencies in the country, and is chairman of its Social Issues Committee.

Additional information available from Elizabeth Shaw, Director, Department of Public Information, The Museum of Modern Art, 11 W. 53 St., New York, NY 10019. Phone: (212) 956-7501; 956-7504.