

The World's Only Global Musical Instrument Museum

FOR IMMEDIATE RELEASE

MIM Announces Laure O'Neal as New Director of Institutional Advancement

PHOENIX (November 27, 2018) – The Musical Instrument Museum (MIM) welcomes Laure O'Neal as its new director of institutional advancement.

O'Neal brings to MIM more than twenty years of experience in fundraising and management within higher education, hospital, and public-sector organizations. In her various positions, O'Neal led three effective capital campaigns and was involved in all facets of development, including principal and planned gifts, corporate and foundation gifts, annual giving, as well as donor acquisition and recognition programs. She began working at Arizona State University (ASU) Foundation in 2009, most recently as senior director of principal giving. There, she helped establish the institution's regional program, secured numerous seven-figure gifts, and developed and maintained relationships with donors from discovery through recognition.

"We are absolutely thrilled to welcome Laure to MIM. She brings a breadth of knowledge, important experience, and dedication to our organization at a critical time of growth. I look forward to her partnership and the valued contributions she will make in the years ahead," says April Salomon, MIM's executive director.

Prior to her tenure at ASU, O'Neal was the regional managing director at National Jewish Health in Dallas, Texas, where she was responsible for fundraising as well as administrative and management duties serving the hospital in six states. She also worked as a development professional at institutions including Fort Worth Independent School District; Skystone Ryan, Inc.; and the University of Texas at Arlington.

O'Neal earned a bachelor of science in sports management from Texas Wesleyan University in Fort Worth, Texas, and a master of business administration from LeTourneau University in Longview, Texas.

"I am very excited to be a part of MIM and am enchanted by MIM's team and their dedication to the museum's mission," says O'Neal. "Together, we'll all work toward that next level in terms of raising philanthropic dollars, raising awareness, and obtaining higher levels of participation from the community."

As MIM's director of institutional advancement, O'Neal will help MIM meet contributed revenue goals through a comprehensive giving program of annual, major, institutional, and planned giving. She will also lead fundraising for MIM's endowment, exhibitions, theater, programming, acquisitions, and general operations to help achieve long-term sustainability.

"MIM is such a unique treasure and a matter of community pride," says O'Neal. "Arts and culture are important for so many reasons. They are an integral part of what civilization is and provide a better understanding of our roots."

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O'Neal grew up in Texas as part of a family of ten, who played an integral role in shaping who she is today. For O'Neal and her husband Tony, family remains important, and both cherish spending time with their children and grandchildren in Texas and Louisiana. O'Neal and Tony are part of the Mesa community and enjoy seeing Arizona's beautiful scenery while riding their Harleys in their free time.

The Musical Instrument Museum is located at 4725 E. Mayo Boulevard in Phoenix (corner of Tatum and Mayo Boulevards, just south of Loop 101). For general museum information and a full schedule of events, visit **MIM.org** or call 480.478.6000.

About MIM

The Musical Instrument Museum (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world's diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul. To learn more about MIM, visit **MIM.org**.

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