

FOR IMMEDIATE RELEASE

Celebrating 10 Years of MIM

PHOENIX (January 30, 2020) – In just 10 years, millions of guests have experienced the universal power of music at the [Musical Instrument Museum \(MIM\)](#). Throughout 2020, MIM will be celebrating its [10th anniversary](#) with family-friendly Signature Events, special anniversary celebrations, and Global Masters concerts.

Rated Phoenix's #1 attraction and ranked in the top 15 museums in the United States by TripAdvisor, 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. Over the past 10 years, MIM has welcomed 2,750,000 museum guests, presented 1,800 concerts in the MIM Music Theater featuring musicians from around the globe, shared the world's diverse music and cultures with 450,000 K–12 school and youth tour participants, and preserved musical legacies and traditions with a collection of 8,100 instruments. Since its inception, MIM has aspired to be the “best museum ever”—somewhere that offers inspiring, interesting, entertaining, and fun experiences for everyone to enjoy regardless of age, gender, ethnicity, background, education, or income level.

“The human connection we share through music empowers us all, and MIM provides opportunities for everyone to be enriched by their experiences. We are thrilled to be celebrating 10 years of MIM's positive impact on the community and the cultural treasure future generations will discover and enjoy,” says April A. Salomon, MIM's executive director.

At any age, music has the power to inspire creativity, promote cultural understanding, and create community. As part of its 10th anniversary, MIM is launching **Music Matters**, a three-year, \$10 million fundraising campaign that will help sustain and expand the museum's dynamic, hands-on educational programming, which provides a transformational experience for learners of all ages. The **Music Matters** campaign supports and strengthens current programs while allowing MIM to innovate and develop new offerings that shape a brighter future for all.

Join MIM for fun [Signature Events](#) throughout 2020 as well as [anniversary celebrations](#) in March and April filled with music and dance performances, engaging demonstrations, workshops, and more. Events include Experience Ireland on March 14 and 15; five consecutive Celebration Saturdays leading up to MIM's 10th anniversary exploring everything from the science of sound, to the tango, to jazz, and more on March 21 and 28 and April 4, 11, and 18; and MIM's 10th Anniversary Weekend on April 24, 25, and 26.

The [Global Masters Concert Series](#) will feature performances by artists spanning many genres and at the pinnacle of their craft in 2020. Each performance brings a unique perspective to the question of why music matters, helping us understand the deep connections we all have to music.

Music unites and empowers us all. As MIM moves into its next decade, the museum is committed to bringing together diverse groups to share common experiences, hear new perspectives, and better understand how we learn from each other to create music.

Anniversary Events and Concerts

Feb. 2020

Tanya Tagaq: Retribution | Feb. 2

Celebrated Inuk performer Tanya Tagaq employs exquisite, unnerving vocal improvisations that bridge traditional roots with contemporary culture.

Acoustic Hot Tuna with Special Guest Dick Boak | Feb. 14 & 15

From Jefferson Airplane to Hot Tuna, Jorma Kaukonen and Jack Casady have forged a legendary place in popular American music. Dick Boak had a legendary career with Martin Guitars as the company's archivist, curator of its museum, and creator of the Martin Signature Guitar program.

Musical Icon: Ella Fitzgerald | Feb. 22 & 23

"Dream a little dream" while celebrating Ella Fitzgerald with tribute performances, a microphone craft, and documentary screenings showcasing the life of the "Queen of Jazz."

Lila Downs: *Al Chile* | Feb. 27 & 28

An iconic singer bridges traditions from the folk and ranchera music of Mexico and South America to North American folk, jazz, blues, and hip hop.

Mar. 2020

Cherish the Ladies | Mar. 14

Celebrating their 35th anniversary, Cherish the Ladies has shared timeless Irish traditions and good cheer with audiences worldwide.

Experience Ireland | Mar. 14 & 15

Soak in the music and culture of the Emerald Isle with live performances, an Irish-inspired lunch menu, and more family-friendly activities.

Celebration Saturday: The Tango | Mar. 21

Step into the cherished Argentine tradition of the tango through engaging activities that will prepare guests for a one-of-a-kind milonga social dance.

Charles Lloyd and Gerald Clayton | Mar. 24

A multigenerational collaboration between a jazz saxophone legend and Grammy-nominated pianist

Celebration Saturday: The Science of Sound | Mar. 28

Learn about the deep ties between music and science with a STEM workshop and a guest lecture on the Stradivarius by Dr. Joseph Nagyvary.

Zakir Hussain | Mar. 31

Zakir Hussain is a classical tabla virtuoso and widely acknowledged to be one of the greatest musicians of our time.

The World's Only Global Musical Instrument Museum

Apr. 2020

Celebration Saturday: All That Jazz | Apr. 4

All jazz lovers are welcome to a screening of *Jazz on a Summer's Day*, a remastered concert film set at the star-studded Newport Jazz Festival of 1958.

Celebration Saturday: MIM Out Loud | Apr. 11

Discover rare instruments at MIM as they are brought to life with sound, including the self-playing Yamaha Disklavier, a visible organ, and others!

Kenny Endo Contemporary Ensemble with Abe Lagrimas, Jr. and Kaoru Watanabe | Apr. 12

A jazz percussionist and early innovator in Japanese taiko, Kenny Endo stretches the genre, incorporating influences like funk, jazz, Afro-Cuban, and Hawaiian.

Playing For Change | Apr. 17 & 18

A unique fusion of influences and talents comes together to inspire and change the world through music.

Celebration Saturday: Playing For Change | Apr. 18

Discover the power of sharing music across cultures and make music alongside the internationally renowned members of the Playing For Change Band.

MIM's 10th Anniversary Weekend | Apr. 24, 25 & 26

Celebrate with three days of festive musical performances, workshops, and hands-on demonstrations celebrating the world's music and cultures.

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**.

Find MIM on Facebook: [Facebook.com/MIMphx](https://www.facebook.com/MIMphx); Twitter and Instagram: **@MIMphx**, #MIM10

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