



FOR IMMEDIATE RELEASE:

Media Contact:
Shelley Mansholt PR
702.304.1758/ sholley@mansholtpr.com

LIBERACE FOUNDATION AND MUSEUM APPOINTS R. DARIN HOLLINGSWORTH AS PRESIDENT

LAS VEGAS (May 6, 2008) - The Liberace Foundation and Museum Board of Directors has announced the promotion of R. Darin Hollingsworth to President. His responsibilities include the operational vision for all Foundation areas including the Liberace Museum, fundraising, scholarship program, grant-making, financial management, information technology, marketing, public relations and community outreach.

According to Board Chair Jeffrey Koep, Hollingsworth's leadership, passion, expertise for creating awareness and forging community partnerships is a tremendous asset in helping to grow Foundation memberships, visitors to the Museum and ultimately build upon the Liberace brand, even reaching a newer, younger audience. "The Board of Directors has been considering a change in title that more accurately reflects Darin's duties as assigned by the Board," said Koep. "When I approached Darin about the position of Executive Director over two years ago, the position was largely undefined. Previous Executive Director's duties changed from individual to individual and tended to serve a single person rather than the Liberace Foundation. With the addition of several new Board Members, the Foundation realized it needed to empower the position to act as needed and in a timely manner rather than seek Board approval for every issue. Darin's new title is sign of the Board's faith in him as well as recognition of the leadership duties expected."

"For many years the Liberace Museum and Foundation have remained a best kept secret in Las Vegas" added Koep. "Despite the fact that the Foundation has distributed many millions of dollars in scholarships to students nationally, in all the arts, and that the Museum has been named *Best Local Museum* several times, the profile of the Foundation and its work has remained low. The Board specifically engaged Mr. Hollingsworth to increase visibility and lead the organization in assuming a more businesslike profile to assist in operating the retail and licensing aspects of the Foundation."

Hollingsworth joined the non-profit organization in February 2006 as its Executive Director, and has since implemented several strategic and brand-building initiatives under his leadership, including the monthly 2nd Sundays event for Nevadans at the Liberace Museum, the annual Liberace Piano Competition, the Adopt-A-Collection Fund, Rhinestone Society, the Liberace social-networking League, a new website, e-newsletter, and the Music In the Museum Series, to name a few.

Since his arrival in Las Vegas in 2000, Hollingsworth has been honored by *In Business Las Vegas* and *Greenspun Media Group* as a recipient of the 2007 "Top 40 Under 40" Award. He previously was employed at Merrill Lynch and the UNLV College of Business Director of Development. Previously in his hometown of Memphis, he was a development officer for a major non-profit hospital and was associate director of development for an art museum. His early career included work included a major medical manufacturer's in-house advertising agency, and at his alma mater, the University of Memphis, as a regional admissions officer. He also served in the private sector as a sales representative for two national corporations. Hollingsworth is a summa cum laude graduate of the Fogelman College of Business and Economics at the University of Memphis.

ABOUT THE LIBERACE FOUNDATION & MUSEUM:

Liberace transported audiences to a dazzling world of color, jovial music, glittering costumes and humor. His legend lives on in the Liberace Museum, considered to be Mr. Showmanship's greatest encore performance. Liberace opened his Museum in 1979 to share his collections with the world, to support his love of being an active patron of the arts, and most importantly to support his mission of helping talented students pursue careers in the performing and creative arts through scholarship assistance. To date, the Liberace Foundation (founded in 1976) has awarded in excess of \$5 million in scholarships to almost 2,500 students at over 110 colleges and universities throughout the U.S. The Liberace Museum serves as a significant funding source for the Liberace Foundation. It features Liberace's collections of rare and antique pianos, classic cars, famous sequined and bejeweled costumes, glittering stage jewelry and rare antiques, as well as Liberace's private papers and memorabilia. The Museum is located in Las Vegas at 1775 E. Tropicana Avenue at Spencer, and open from 10 a.m. to 5 p.m. Tuesday through Saturday, and noon to 4 p.m. on Sunday. Admission is \$15 for adults and \$10 for seniors age 65 and older, and students with valid ID. Museum and Foundation members and children ages 10 and under are free. Nevada residents receive free admission the second Sunday of each month. The Museum also presents a *"A Musical Tribute to Liberace: On With The Show"* with live piano performances starring Wes Winters (www.weswinters.com) every Tuesday, Wednesday and Saturday at 1 p.m., and admission price is \$17.50 per person. For more information and to become a member of the Liberace Foundation, call 702.798.5595 or visit the website at Liberace.org.