

**KIM MITCHELL PROMOTED TO DIRECTOR OF COMMUNICATIONS,
ADVERTISING, AND GRAPHICS AT THE MUSEUM OF MODERN ART**

NEW YORK, April 1, 2008—Kim Mitchell has been promoted to the new position of Director of Communications, Advertising, and Graphics at The Museum of Modern Art. Ms. Mitchell had been Director of Communications since 2002. In addition to leading the Department of Communications, which promotes MoMA exhibitions, programs, activities, and events to the national and international media, she will now oversee a newly integrated department of Advertising and Graphics. Ms. Mitchell will manage the creative development of print, broadcast, and online advertising campaigns, as well as graphic design services for exhibition design, educational programs, and special events.

Ms. Mitchell joined MoMA as a Publicist in 1997, was promoted to Senior Publicist in 1998, and to Assistant Director of Communications in 1999. Before joining the Museum, Ms. Mitchell served as Director of Marketing and Communications at The Parrish Art Museum in Southampton, New York. Previously, she worked in advertising agencies as an art director and copywriter, and as a founding partner in a firm that provided advertising, public relations, and graphic design services to a wide variety of non-profit and corporate clients.

Ms. Mitchell earned a B.F.A. in Photography at Tyler School of Art, Temple University, Philadelphia. She holds a Masters degree in Communications Management in the Independent Study Degree Program in the S.I. Newhouse School of Public Communications at Syracuse University. Her Masters project was awarded the Project of the Year Award from the Foundation of Women Executives in Public Relations. She is a member of New York Women in Communications and the Public Relations Society of America, and is accredited by the Universal Accreditation Board.

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