



**NEWS from the Shelby County Mayor's Office
of Innovation & Performance Analysis**

Lee Harris, Mayor

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MEDIA ADVISORY
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**MATA AND THE SHELBY COUNTY NONPROFIT COMMITTEE UNVEIL NEW
INITIATIVE TO PROVIDE MORE ACCESS TO LOCAL ARTS AND CULTURE
EXPERIENCES TO TRANSIT USERS**

The MATA Arts and Culture Transit Map is one in a series of programs by the Shelby County Nonprofit Committee's Arts and Culture Subcommittee's campaign, "Art for All."

WHO: Shelby County Mayor Lee Harris, MATA leadership, members of the Shelby County Nonprofit Committee, and local musicians and performing artists

WHAT: Unveiling of new MATA Arts and Culture Transit Map, produced by the Shelby County Nonprofit Committee

WHEN: Thursday, December 14, 2023, at 3 p.m.

WHERE: Hudson Transit Center, 444 N. Main St., Memphis, TN, 38105

Shelby County, Tennessee – On Thursday, December 14, 2023, at 3 p.m. Shelby County Mayor Lee Harris will join members of MATA and the Shelby County Nonprofit Committee to unveil the latest initiative to expand access to Shelby County's thriving arts and culture community to all residents. The MATA Arts & Culture Transit Map was designed by volunteers of the Shelby County Nonprofit Committee's Arts and Culture Subcommittee.

The MATA Arts & Culture Transit Map features more than 100 arts and culture organizations across Shelby County and seeks to create awareness and exposure to these organizations for



MATA riders and residents. Riders will also be able to watch video snippets about various arts and culture organizations while riding select MATA buses and trolleys.

The unveiling will include a series of holiday performances by Opera Memphis, Young Actors Guild, Stax Music Academy, and the Memphis Symphony Orchestra. The performances are the last in a series of three holiday performance activations called “Cocoa, Cookies, and Holiday Cheer.”

The MATA Arts & Culture Map is one of the many initiatives spearheaded by the Shelby County Arts & Culture Nonprofit Subcommittee’s “Art for All” campaign to make arts and culture accessible to all residents. For more information on the campaign and information about discounted arts and culture experiences for residents, visit 901artforall.com.

Shelby County Mayor Lee Harris: “The Shelby County Nonprofit Committee continues to deliver collaborative, beneficial, and innovative projects. Over the spring and summer, the Arts and Culture Subcommittee hosted a number of arts and culture events for all Shelby County residents. Now, with the unveiling of the MATA Arts and Culture Map, this thriving sector of our community will be more accessible to more residents. Once again, the “Art for All” campaign has expanded access to our community’s rich artistic history. I commend the community leaders, volunteers, and partners who have made this project possible.”

Bacarra Mauldin, MATA Deputy CEO: “Like MATA, the Shelby County arts and culture industry is in every part of the community. The arts and culture sector is an important part of Shelby County’s history. By partnering with the Shelby County Nonprofit Committee, we can help bring riders to these unique experiences.”

Nykesha Cole, Shelby County Arts and Culture Liaison: The “Art for All” campaign has brought dozens of rich experiences into many of our communities over the spring and summer. Now, it’s time to make sure our residents have the ability to go to where the experiences are, no matter where they are in the county. The MATA Arts and Culture Map is the next step in guaranteeing these experiences are not just a one-time event but an opportunity any resident can choose.

(End of Release)

