

FOR IMMEDIATE RELEASE

SoEx Campaign and Construction Nearing Completion



*—Support for Southern Exposure’s Funds for the Future Campaign at 89%—
—Construction of New Building Nearly Complete—*

SAN FRANCISCO, September 15, 2009— Five weeks prior to opening their new visual arts and education space on October 17, 2009, Southern Exposure is proud to announce that they are in the final stretch of their *Funds for the Future* campaign, having surpassed the 89% fundraising mark. Against all odds in this challenging economic climate, SoEx has raised over \$625,000 and hopes to close the gap and secure the final Campaign funds by their opening. Notes Executive Director Courtney Fink, “This is SoEx’s first ever campaign in its long and illustrious 35-year history, and by far it’s the most ambitious fundraising effort we have ever engaged in.”

The comprehensive campaign, launched in 2008, aims to generate support and investment for the long-term stability of the organization, and to pay for the construction expenses of their new building at 3030 20th Street. *Funds for the Future* support has come in from more than 250 individuals and from nine Foundations, including a lead gift from New York based Andy Warhol Foundation for the Visual Arts. “The most incredible thing about this Campaign is the enthusiasm people have expressed for SoEx through their support,” says Tracy Wheeler, President of the Board of Directors. She adds, “Supporters clearly see SoEx as a huge asset to the local and national visual arts community, and the experience has transformed Southern Exposure into a more resilient and strategic organization that will be even better at serving artists and youth.” After the Grand Opening, SoEx will remain focused and efficient with a small staff of five and an operating budget of approximately \$530,000.

SoEx’s *Funds for the Future Campaign* continues to offer potential supporters an opportunity to earn a place on the donor wall with a gift starting at \$1,000, or to support SoEx at any level and help them meet their goal.

Construction Update

With a secured long-term lease and a talented emerging architect and project team, Southern Exposure has worked in partnership for the past year with the owners of their building, and are now entering the final construction stage. As the finishing touches are made to the building, SoEx staff is preparing to move in and open the new space to the public with an event filled weekend.

In advance of their opening, SoEx has partnered with AIA San Francisco's Architecture in the City Festival to present a walking tour called Cultural Gems in the Mission District. On September 29 from 3-5 pm SoEx's new building is one of the featured stops on the tour, with additional stops at seminal artist David Ireland's home and Stable. The September 29th AIA tour will provide a behind-the-scenes tour of the new SoEx space.

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FOR MORE INFORMATION, JPEGs, BUILDING TOURS, OR INTERVIEWS CONTACT:

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ABOUT SOUTHERN EXPOSURE

Southern Exposure (SoEx) is a 35-year-old, non-profit, artist centered, visual arts organization dedicated to presenting diverse, innovative, contemporary art, arts education, and related programs and events in an accessible environment. Southern Exposure reaches out to diverse audiences and serves as a forum and resource center to provide extraordinary support to the Bay Area's arts and educational communities. Activities range from exhibitions of local, regional, and international visual artists' work, education programs, public art projects, grant making, publishing, lectures, workshops, and events. Southern Exposure is dedicated to giving visual artists—whether they are exhibiting, curating, teaching, or learning—an opportunity to realize ideas for projects that may not otherwise find support.

LOCATION and HOURS

Southern Exposure's new building is located at 3030 20th Street (at Alabama Street, one block east of Harrison Street). SoEx will be open to the public Tuesday - Saturday from 12 p.m. to 6 p.m. Office hours will be Monday - Friday from 10 a.m. to 6 p.m. Admission is always FREE.

*Southern Exposure is currently located at 417 14th Street in San Francisco and will be there through September 22, 2009. Office hours are Monday through Friday, 10 am – 6 pm. Website: www.soex.org