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**SFMOMA ANNOUNCES NEW SPRING GALA FUNDRAISER
*The Modern Ball and Post-Modern Ball to Benefit the Museum's
Exhibitions and Programs***

San Francisco, CA (August 6, 2004)—The San Francisco Museum of Modern Art (SFMOMA) announces the creation of a new gala event, the Modern Ball, to be held biennially in the spring as a fund-raiser for the Museum and its many exhibitions and programs. The inaugural gala will be held on Wednesday, May 4, 2005. The 2005 Modern Ball is chaired by SFMOMA Trustee Helen Schwab and cosponsored by Charles Schwab and Co., Inc. and Visa USA.

“The scope of this event is bigger, grander than anything the Museum has undertaken since we opened our building ten years ago,” explains SFMOMA Director Neal Benezra. “We are confident it will become one of the landmark events in San Francisco.”

The Modern Ball will be held at the Museum, with the soaring five-story Evelyn and Walter Haas Jr. Atrium as the center of activity. Dinner and dancing will take place in tented spaces on both the Minna and Natoma street sides of the building. Event designer Stanlee Gatti will create a spectacular decor for the evening. Guests attending the Modern Ball will be treated to a feast of entertainment while they enjoy the Museum’s world-class collection of modern and contemporary art.

The Modern Ball will be followed by a special late-night party—the Post-Modern Ball—with refreshments and entertainment that will continue well into the evening.

Tickets for both the Modern Ball and the Post-Modern Ball will be available at a range of levels. Details will be announced in January 2005.

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Visit our Web site at www.sfmoma.org or call 415.357.4000 for more information.

The San Francisco Museum of Modern Art is a private, not-for-profit institution supported by its members; individual contributors to Donor Circle; corporate and foundation support; foreign, federal, and state government grants; and admission revenues. Annual programming is sustained through the generosity of Grants for the Arts/San Francisco Hotel Tax Fund, The James Irvine Foundation, and the Koret Foundation.

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