
The Smithsonian’s National Museum of African American History and Culture in Washington, D.C., will be dedicated Sept. 24 by President Barack Obama.

In anticipation of its opening, the museum will launch a one-day giving campaign Tuesday, Sept. 13. The NMAAHC Giving Day is a 24-hour, online, social-media-driven effort to encourage donations from $10 to $25,000.

The museum’s mission is to use African American history and culture as a lens for American history. Giving Day provides a way for it to raise awareness about the newest Smithsonian museum and raise critical funds for its ongoing programs and exhibitions.

Celebrities including Shonda Rhimes and Kerry Washington have signed on to be Giving Day Champions. The museum’s primary Giving Day sponsor is Hyundai. Hyundai will provide up to $500,000 for matching gifts made online at givenmaahc.org.

For more information about the museum and its opening celebrations, visit the museum’s website.

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