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Cheekwood Announces Community Impact Affiliate Program to Support Outreach Initiatives Amazon serves as Premiere Affiliate with \$100k Gift

NASHVILLE, Tenn. – Each year, Cheekwood invests over \$1 million in community outreach efforts to ensure all have the opportunity to experience the beauty and wonder of the 1930s estate which now serves the public as a botanical garden, arboretum, and art museum, welcoming one million visitors over the last three years. Cheekwood’s outreach program encompasses multicultural celebrations, free student and family field trips, outbound programs, and hands-on immersive experiences.

“Cheekwood offers an awe-inspiring and exhilarating experience—and the institution is committed to ensuring that all have the opportunity to enjoy it,” said Jane MacLeod, President and CEO.

In October 2022, Amazon pledged support as the first Premiere Community Impact Affiliate with a commitment of \$100,000.

“Amazon is proud to serve as Cheekwood's Premiere Community Impact Affiliate. We believe in supporting programs that are welcoming and inclusive and always look for ways to scale our impact as we grow,” stated Courtney Ross, Senior Manager, Community Engagement for Amazon.

Throughout the year, Cheekwood honors cultures from around the world with traditionally inspired celebrations. Holi, the Indian festival of color, is presented during Cheekwood in Bloom in the spring. In August, the Black Arts Bash features visual and performing arts as well as a collaborative hands-on arts project. In the fall, Otsukimi Japanese Moon Viewing celebrating the Harvest Moon, and El Dia de los Muertos, the largest Day of the Dead festival in Middle Tennessee, takes over the property for a weekend. These programs attracted more than 15,000 participants in 2022.

Destination Cheekwood offers a robust program of free field trips and immersive on-site experiences oriented toward both students and families. In 2022, Destination Cheekwood programs served over 7,000 participants, over 100 schools, and 18 Metro districts.

For school groups, five guided field trip options are available and support Tennessee Academic Standards. Topics include Parts of a Plant: Learning in the Garden; Traditions and Customs: Exploring Multiculturalism in the Blevins Japanese Garden; Discovering Rain Gardens: Controlling Erosion Naturally; Garden Ecosystems: Plants and Their Pollinators; and Standing Tall at Cheekwood: Tree Exploration.

Cheekwood's free family field trip program, designed to support Cheekwood's commitment to welcoming everyone in the community, is presented in partnership with Title I schools and additional partners. Guests receive free weekend admission to enjoy seasonal festivals, including Cheekwood in Bloom, Cheekwood Harvest and Holiday LIGHTS. Additionally, transportation, complimentary meals, translation service, orientation and a free one-year family membership are included to encourage return visits.

Cheekwood on the Road provides learning opportunities for students and teachers unable to be on-site. This program takes lessons to schools throughout Davidson County, allowing students to explore and learn potential new interests, like landscape architecture, while they learn about Cheekwood's history. Students also dive into Cheekwood's permanent art collection by critically examining selected pieces and learning about their unique past. Additionally, hands-on stations are available to study temporary art and seasonal garden exhibitions at Cheekwood.

Cheekwood GROWS encompasses both a student and family field trip, as students engage in hands-on gardening in the Cheekwood GROWS kitchen garden, with pre- and post-visit classroom learning designed to teach gardening, healthy eating, and cooking skills. When it's time to harvest, students' families are invited to join them at Cheekwood to prepare and enjoy a dish using ingredients fresh from the garden.

Cheekwood's Community Impact Affiliate Program offers levels of support ranging from \$10,000 to \$100,000 or more, with a wide range of benefits including brand recognition, complimentary admission tickets, discounted or complimentary rentals of event space, an employee evening at Cheekwood, volunteer opportunities and more.

Additional Community Impact Affiliates include Tractor Supply and H.G. Hill Realty Company.

About Cheekwood

With its intact and picturesque vistas, Cheekwood is distinguished as one of the leading Country Place Era estates in the nation. Formerly the family home of Mabel and Leslie Cheek, the 1930s estate, with its 30,000-square-foot Mansion and 55-acres of gardens, today serves

the public as a botanical garden, arboretum, and art museum with furnished period rooms and galleries devoted to American art from the 18th to mid-20th centuries. The property includes 13 distinct gardens including the Blevins Japanese Garden and the Bracken Foundation Children’s Garden, as well as a 1.5-mile woodland trail featuring outdoor monumental sculpture. Each year, Cheekwood hosts seasonal festivals including Cheekwood in Bloom, Summertime at Cheekwood, Cheekwood Harvest and Holiday LIGHTS. Cheekwood is listed on the National Register of Historic Places and is accredited by the American Alliance of Museums and nationally as a Level II Arboretum. It is a three-time voted USA Today Top 10 Botanical Garden and in 2021 was recognized by Fodors as one of the 12 Most Beautiful Gardens in the American South. Cheekwood is located eight miles southwest of downtown Nashville at 1200 Forrest Park Drive. It is open Tuesday through Sunday 9 a.m. – 5 p.m., with extended days and hours of operation depending on the season. Visit cheekwood.org for current hours and to purchase advance tickets required for admission.

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