



## NEWS FROM THE GETTY

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### **GETTY MUSEUM PARTNERS WITH LIFEWTR® FOR 2018 COLLEGE NIGHTS**

**LOS ANGELES** - The Getty Museum announced today a partnership with LIFEWTR, a brand committed to advancing and showcasing the sources of creativity and inspiring the next generation of artists, to sponsor the 2018 College Nights at the Getty Center in the spring and at the Getty Villa in the fall.

The Getty's College Nights are created by and for students to inspire many voices and many visions. Local college students are invited to the Getty to enjoy a free night of special tours and talks, music, hands-on art projects, gallery activities, food, and more. Students are encouraged to unleash their creative impulses with multisensory activities and opportunities to create, explore, touch, and connect with their peers, artists, and other creative thinkers.

Since LIFEWTR was introduced a little over one year ago, the brand has highlighted 13 emerging artists spanning various categories including Public Art (Series 1), Women in Art (Series 2), Emerging Fashion Designers (Series 3), and Arts in Education (Series 4). LIFEWTR bottles from Series 4, "Arts in Education," will be distributed and on display at College Night.

"We are thrilled to be partnering with LIFEWTR for the upcoming College Nights at the Getty Center and Villa," says Lisa Clements, Assistant Director of Education. "College Night is a celebration of the irrepressible creative impulse, and LIFEWTR understands how important it is to nurture and support artistic expression in schools and in society."

"As a brand that exists to advance and showcase the sources of creativity, LIFEWTR believes that art plays an integral role in helping reach one's creative potential," says Todd Kaplan, Vice President, Water Portfolio – PepsiCo North America Beverages. "In addition to providing one million students with art supplies and curriculum over the next year, LIFEWTR is proud to team up with the Getty's College Nights to help bring more art education to the next generation."

## About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit [www.pepsico.com](http://www.pepsico.com).

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**The J. Paul Getty Museum** collects Greek and Roman antiquities, European paintings, drawings, manuscripts, sculpture and decorative arts to 1900, as well as photographs from around the world to the present day. The Museum's mission is to display and interpret its collections, and present important loan exhibitions and publications for the enjoyment and education of visitors locally and internationally. This is supported by an active program of research, conservation, and public programs that seek to deepen our knowledge of and connection to works of art.

### Visiting the Getty Villa:

The Getty Villa is open Wednesday through Monday, 10 a.m. to 5 p.m. It is closed Tuesday and most major holidays. Admission to the Getty Villa is always free, but a ticket is required for admission. Tickets can be ordered in advance, or on the day of your visit, at [www.getty.edu/visit](http://www.getty.edu/visit) or at (310) 440-7300. Parking is \$15 per car, but reduced to \$10 after 3 p.m. Groups of 15 or more must make reservations by phone. For more information, call (310) 440-7300 (English or Spanish); (310) 440-7305 (TTY line for the deaf or hearing impaired). The Getty Villa is at 17985 Pacific Coast Highway, Pacific Palisades, California. Same-day parking at both Museum locations (Getty Center and Getty Villa) is available for \$15 through the Getty's Pay Once, Park Twice program.

### Additional information is available at [www.getty.edu](http://www.getty.edu).

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