



Press Release
For Immediate Release
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Museum of Discovery and Science's President and CEO Joseph P. Cox is being sponsored by American Express to attend the New Strategies Program conducted by Georgetown University's Global Social Enterprise Initiative.

March 15, 2019, Fort Lauderdale, FL – The Museum of Discovery and Science and Joseph P. Cox, President/CEO, are honored to be sponsored by American Express to attend New Strategies, a four day advanced training program conducted by Georgetown University's Global Social Enterprise Initiative (GSEI) at the McDonough School of Business in March 2019. Cox will join a class of 60 nonprofit executives from around the country to participate in New Strategies' forum specifically designed to help nonprofits increase and diversify their revenue streams.

Executives will learn from leaders in the nonprofit and philanthropy fields, Georgetown business school faculty and each other on topics ranging from cause marketing, earned revenue, using predictive analytics to increase individual giving levels, deferred and major gift funding options, addressing decreasing government funding and more. Ongoing access to the expert speakers and networking among the nonprofit executives is a hallmark of New Strategies.

Just being named by American Express is itself an honor. There is no application for nonprofits to attend New Strategies. Only those nonprofits sponsored by a corporation or foundation are invited to participate in the program and then only after being vetted by New Strategies.

Joseph P. Cox said, "I'm excited to attend and explore the ways our Museum can advance our mission by learning about ways to grow our revenue. This opportunity is particularly timely as the Museum is in the middle of a strategic planning process. We're grateful to American Express which is enabling us to plan for the future and put what we learn into action."

About Museum of Discovery and Science

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the Museum provides enriching Science, Technology, Engineering and Mathematics (STEM) education to approximately 400,000 visitors annually. As a nonprofit organization, major operational support for the Museum is provided through generous funding by Leadership Guild members including: Citrix, JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 5 p.m. Ticket prices are \$17 for adults; \$16 for seniors 65+; \$14 for active/retired military personnel; \$14 for children 2 to 12. Children under 2 are free. A 45-minute IMAX documentary or Hollywood movie can be added for a small up charge.

The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, call 954.467.MODS (6637) or visit our website at www.mods.org

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