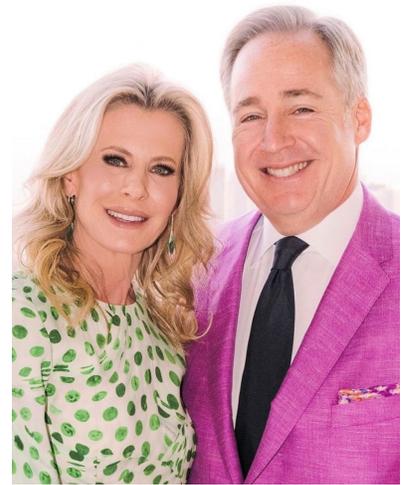


NEWS
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**IN WAKE OF DRAMATIC RISE IN ANTISEMITIC INCIDENTS,
THE SMIDT FOUNDATION GRANTS \$5 MILLION TO
HOLOCAUST MUSEUM LA EXPANSION**

***Generous Contribution Includes ‘Tree of Life Challenge’ to
Match All Gifts 2:1***

(LOS ANGELES – June 13, 2022) — In the wake of a recent Anti-Defamation League report citing a 34% rise in antisemitic incidents in 2021, Holocaust Museum LA has received a \$5 million gift from The Smidt Foundation, moving the institution closer to its goal of breaking ground this summer on a dramatic campus expansion. The expansion will double Holocaust Museum LA’s existing footprint in Pan Pacific Park, increase visitor capacity and educational programs to greater numbers of students and schools, and incorporate cutting-edge technology to preserve and present Holocaust survivor testimonies.



The Smidt Foundation gift is the largest-ever contribution to the museum from a family or foundation without familial ties to the Holocaust or the survivors who founded the museum more than 60 years ago. The gift will be used as a challenge grant to encourage more supporters—especially the next generations of donors—to build on the legacy and courage of the museum’s founding survivors and their families, including the Cayton and

Goldrich families. Through the “Tree of Life Challenge,” The Smidt Foundation will match all gifts 2:1, effectively tripling the impact of each donation.



The Smidt Foundation was founded by Susan

and Eric Smidt to support organizations working to achieve opportunity, justice, equality and safety for all. Eric Smidt,

CEO and owner of Harbor Freight Tools, said of the gift, “We believe deeply that it is our responsibility to ensure that future generations learn the lessons of the Holocaust and, in particular, the danger of silence in the face of hate.” Susan Smidt added, “This gift is about taking a stand against hatred, racism, antisemitism and bigotry. Holocaust Museum LA will help teach Angelenos how to do that for generations to come.”

Beth Kean, CEO, Holocaust Museum LA, said, “Trees are considered symbols of life and hope across cultures and faiths, and in many ways our museum is a tree of life within our community, rooted in Holocaust survivor stories of courage and



resilience. Visitors—especially students facing their own extraordinary and unique circumstances—learn critical lessons from the past, share mutual hope for the future, and grow empowered to recognize and confront antisemitism, racism and hatred.”

The Anti-Defamation League’s recent report showed a 34% rise in antisemitic incidents in 2021 and a major surge in 20 U.S. cities, including Los Angeles where ADL documented 14 antisemitic assaults in 2021—in addition to incidents of harassment and vandalism. The expansion of the museum and its programs is part of the effort to reverse the rise in antisemitic and other forms of hatred that have led more than half of all Asian, Black and Latino Americans to say they feel discriminated against in a survey conducted by The Asian American Foundation.

“The fragile state of today’s world with the war in Ukraine; humanitarian and refugee crises; and the alarming rise in hate crimes, hate rhetoric and antisemitism makes the work of Holocaust Museum LA more critical than ever,” Kean said.

“We are exceptionally grateful to Susan and Eric Smidt and The Smidt Foundation for enabling us to amplify the museum’s reach and impact and meet the urgent need to educate future generations about the Holocaust and about the tragic cost of hatred. The Smidt Foundation’s gift underscores our guiding principle that education is our greatest catalyst for change and furthers our mission to inspire a more dignified and humane world.”

When complete, the Jona Goldrich Campus, designed by award-winning architect Hagy Belzberg, will feature outdoor reflective spaces; large galleries and classrooms; an auditorium theater for survivor talks, film screenings, concerts, conferences and public programs; a new pavilion to house an authentic Nazi-era boxcar found outside Majdanek; and a dedicated theater for USC Shoah Foundation's "Dimensions in Testimony" exhibition that allows visitors to have a virtual conversation with a Holocaust survivor using a holographic capture and voice recognition software.

The campus is expected to open in 2024, allowing the museum to immediately triple its current capacity to 150,000 visitors, including 60,000 students. By 2030 the museum expects to welcome half a million visitors annually.

For more information about the museum's expansion and the "Tree of Life Challenge," visit holocaustmuseumLA.org/expansion.

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About Holocaust Museum LA

Holocaust Museum LA is the first survivor-founded and oldest Holocaust museum in the United States and houses the West Coast's largest collection of Holocaust-era artifacts. Since 1961, the museum has carried on the mission of the founding survivors to commemorate those who perished, educate future generations about the Holocaust, and inspire a more dignified and humane world. Museum admission is free for all students and California residents. <https://holocaustmuseumLA.org/>