**PRESS RELEASE**

For immediate release:

Contact: Megan Davidson

[Megan@VermillionChamber.com](mailto:Megan@VermillionChamber.com)

605.624.5571

**NATIONAL MUSIC MUSEUM GOES ELECTRIC WITH RIBBON CUTTING TO CELEBRATE EXPANSION**

**September 20th, 2021, Vermillion, S.D. –** The official ribbon cutting ceremony for the National Music Museum’s (NMM) Lillibridge Wing Expansion, jointly hosted by the NMM, the University of South Dakota (USD) and the Vermillion Area Chamber & Development Company (VCDC), is scheduled for Friday, September 24th, starting at 4:00 pm on the grounds of the NMM.

The museum, which is one of the most renowned institutions of its kind in the world, is home to more than 15,000 musical instruments, and boasts as one of the best collections anywhere.

The National Music Museum has been undergoing an architectural expansion and renovation, with plans to fully reopen to the public at a later date. In the meantime, new exhibits will be presented, such as the inaugural “NMM Goes Electric!” exhibit in the Groves Gallery. The gallery opening for “NMM Goes Electric!” will take place immediately after the ribbon cutting ceremony.

“The National Music Museum is a cherished place by many here in Vermillion,” says Nate Welch, President & CEO of the VCDC. “Our community is filled with artistic and talented individuals, and the appreciation for music, culture, and art in Vermillion is mighty. The beautiful and newly renovated building for this massive collection of exquisite, rare instruments is a wonderful addition to Vermillion, with people traveling from afar to visit this icon.”

Welch will be joined by Scott Lawrence, Chair of the NMM’s Board of Trustees, USD President Sheila Gestring, and Mayor of Vermillion, Kelsey Collier-Wise in officiating the ribbon cutting ceremony.

There will be refreshments available to attendees during the program, as well as the musical talents of Mike Kelson. After the official ceremony has concluded, guests will be able to tour the new exhibit, “NMM Goes Electric!”

For more information on the National Music Museum’s Lillibridge Wing Expansion Ribbon Cutting, contact Megan Davidson, Director of Strategic Communications and Tourism, at [Megan@VermillionChamber.com](mailto:Megan@VermillionChamber.com) or call the VCDC office at 605.624.5571.