

## FOR IMMEDIATE RELEASE

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Lyman Allyn Art Museum

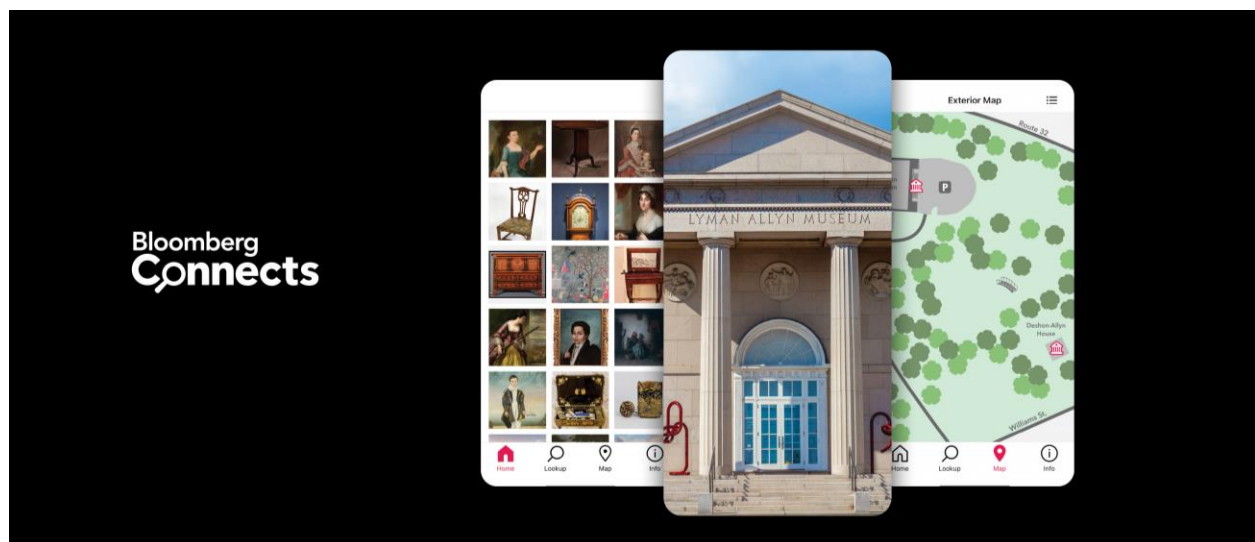
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### **LYMAN ALLYN LAUNCHES NEW DIGITAL GUIDE TO ENRICH BOTH ONSITE AND OFFSITE VISITS**

**The free guide joins more than 200 cultural institutions around the globe on the Bloomberg Connects app.**

**NEW LONDON** - Today, the Lyman Allyn Art Museum launched a new digital guide on Bloomberg Connects, the free arts and cultural app created by Bloomberg Philanthropies. The Bloomberg Connects app, available for download from Google Play or the App Store, makes the Lyman Allyn accessible for either onsite or offsite visits through photo, audio and video features offering insights into your favorite works of art, permanent and changing exhibitions, and educational resources. There is something for everyone to enjoy.



“We’re thrilled to join the Bloomberg Connects app, which will offer our audiences more ways to engage with the Lyman Allyn,” says Sam Quigley, Museum Director. “This free app turns a user’s mobile phone into a powerful repository for important cultural information that is accessible all the time from anywhere.”

The Bloomberg Connects app is a free digital guide to cultural organizations around the world that makes it easy to access and engage with arts and culture from mobile devices, anytime, anywhere. The app offers information about current exhibitions at a portfolio of over 200 participating cultural partners through dynamic content tailored to each organization. Participating collections currently include botanical gardens, performance venues, outdoor

sculpture parks, and world-class museums. Features include expert commentary, video highlights, pinch-and-zoom capability, and exhibition maps.

The Bloomberg Connects app, available for download from Google Play or the App Store or by scanning the QR code here:

Scan to download



For more information or to request images, please contact Rebecca Dawson by email at [dawson@lymanallyn.org](mailto:dawson@lymanallyn.org).

### **About Bloomberg Philanthropies**

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2022, Bloomberg Philanthropies distributed \$1.7 billion. For more information, please visit [bloomberg.org](https://bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

### **About the Lyman Allyn Art Museum**

The Lyman Allyn Art Museum welcomes visitors from New London, southeastern Connecticut and all over the world. Established in 1926 with a gift from Harriet Allyn in memory of her seafaring father, the Museum opened the doors of its beautiful neoclassical building surrounded by 12 acres of green space in 1932. Today it presents several changing exhibitions each year and houses a fascinating collection of over 17,000 objects from ancient times to the present, including art from Africa, Asia, the Americas and Europe, with particularly strong collections of American paintings, decorative arts and Victorian toys and doll houses.

The Museum is located at 625 Williams Street, New London, Connecticut, exit 83 off I-95. The Museum is open **Tuesday through Saturday, 10 a.m. - 5 p.m. and Sundays 1 - 5 p.m.**; it is closed on Mondays and major holidays. For more information call 860.443.2545, ext. 2129 or visit [www.lymanallyn.org](https://www.lymanallyn.org).