**FOR IMMEDIATE RELEASE**

**Holter Museum of Art and Gentle Healing & Wellness Announce Innovative Public-Private Partnership**
**Bringing Art, Movement, and Well-Being Together in the Heart of Helena**

Helena, MT – The Holter Museum of Art and Gentle Healing & Wellness are proud to announce a new public-private partnership. Beginning April 1, Gentle Healing & Wellness will relocate its downtown classes to the Holter Museum’s Weigand Creativity Center, bringing a dynamic new dimension to the space while expanding opportunities for collaborative artistic and wellness-centered programming.

This collaboration is an exciting step forward for both organizations, creating a synergy between the transformative power of art and the healing benefits of movement. The Holter Museum will continue to offer its own programming in the Weigand Creativity Center on Fridays, ensuring that the space remains a vibrant hub for creativity and connection. Additionally, Holter Museum of Art members will enjoy an exclusive new benefit as part of this partnership—further strengthening the connection between the arts and wellness communities in Helena.

“At the Holter Museum of Art, we believe in the profound connection between creativity, community, and well-being,” said Christina Barbachano, Executive Director of the Holter Museum of Art. “This partnership with Gentle Healing & Wellness not only maximizes the use of our Weigand Creativity Center but also fosters collaboration that enriches both artistic and wellness experiences for our community.” While the Weigand Creativity Center will be activated in new ways, the rest of the museum will continue to inspire with its ongoing exhibitions and programming.

The importance of innovative public-private partnerships has never been more evident, especially in a time of increasing financial uncertainty for nonprofit organizations. By partnering with Gentle Healing & Wellness, the Holter Museum of Art ensures sustainable use of its spaces while broadening its impact, demonstrating how creative collaborations can help nonprofits remain resilient and continue serving their communities. This exciting new development allows for both organizations to work together to meet their missions. For the Holter, finding a long- term renter provides a new foundation of financial stability and a return to focusing on bringing world-class exhibitions and educational programs to the region.

Research increasingly shows that engagement with art, beauty, human connection, and movement contributes to overall health and well-being. Studies have found that artistic expression and creative engagement lower stress, enhance cognitive function, and improve emotional resilience, especially during this epidemic of loneliness and isolation in our rural state. Similarly, movement-based practices such as yoga, tai chi, dance and mindful stretching have been linked to improved mental health, reduced anxiety, and greater overall physical well-being. By bringing these elements together under one roof, this partnership highlights the powerful intersections of art and wellness.

“Movement, creativity and expression are all part of the connection that a person has to themselves and to their community, both of which are vital to helping people find their best life. We are thrilled to be joining forces with the Holter Museum of Art to create a space where people can nurture their bodies, minds, and creative spirits all in one inspiring location.” said Robyn Lund, Founder of Gentle Healing & Wellness.

Through this collaboration, the Holter Museum of Art and Gentle Healing & Wellness are setting an example of how nonprofit and private businesses can work together to build sustainable, community-focused initiatives. By intertwining art, movement, and opportunities for human connection, this partnership enriches the cultural and wellness offerings available to Helena residents while fostering a holistic approach to personal and community well-being.

For more information about this partnership, upcoming programming, or membership benefits, please visit www.holtermuseum.org or contact 406-442-6400.