**Museums Advocacy Day   
Publicity Tools   
Press Release**

**[NAME OF ADVOCATE, MUSEUM] TO MAKE THE CASE FOR MUSEUMS   
ON CAPITOL HILL  
Local Museum Leader to Join Hundreds of Citizen-Lobbyists   
From Across the Country Feb. 27-28   
  
  
[INSERT DATE AND LOCATION]** ─ [Name, title and museum of advocate] will travel to Washington, D.C. February 27-28 to petition our government and make the case for museums.

Joined by other museum leaders from [name of state], [last name of advocate] will be visiting members of Congress and their staff to make the case for federal support of America’s museums. [H/She] will be among more than 250 museum professionals and supporters from across the country participating in the eighth annual [Museums Advocacy Day](http://www.aam-us.org/advocacy/museums-advocacy-day), organized by the [American Alliance of Museums](http://www.aam-us.org/).

[Last name of advocate], is rising to the occasion to educate elected officials and inspire support for museums, at a critical time—just as Congress begins its work for the year.

“Today, legislators have a lot of issues on their plates, and we can’t expect them to fully appreciate our field unless we bring the message to their doorstep,” said [last name of advocate]. “We want to make sure Congress knows about the vital work museums do, and their role as educational and economic assets.”

[Last name of advocate] cited the programs [name of museum] provides to [name of community] and the importance of [name of museum] to the community.

[INSERT LOCAL INFORMATION AND INITIATIVES]

This is emblematic of the work museums of all types and sizes are doing nationally. According to the [American Alliance](http://www.aam-us.org/about-museums/museum-facts) of Museums, there are more than 850 million museum visits annually in the U.S.– more than the attendance at all major league sporting events combined. Museums invest more than $2 billion in educational programs each year, serving Americans of all ages and income levels, in a variety of ways. There are more than 55 million visits by schoolchildren to U.S. museums each year, and museums are among the most trusted sources of information for Americans.

Another [study](http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv) found that for every $1 invested in museums and other cultural organizations, over $5 is returned in tax revenues through cultural tourism and related economic activity.

[Last name of advocate] will be sharing these and other facts about museums with the [name of state] Congressional delegation.

“Museums are essential to communities everywhere, as part of our educational infrastructure, as economic engines, and as community assets that improve the overall quality of life,” said **Alliance president and CEO Laura L. Lott**. “We feel privileged that [name of advocate] will be joining us in Washington for Museums Advocacy Day. [Name of museum] is doing extraordinary work in [name of locale], and the members of Congress from [name of state] need to hear from constituents about how the museum serves its community.”

For more information on [name of museum], visit [insert web address]. For more information on museums and their impact on communities nationally, visit [www.aam-us.org](https://owa.aam-us.org/owa/redir.aspx?C=b8812131cef24bd988865afa79d4dd27&URL=http%3a%2f%2fwww.aam-us.org).

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