**Museums Advocacy Day
Publicity Tools
Press Release**

**[NAME OF ADVOCATE, MUSEUM] TO MAKE THE CASE FOR MUSEUMS
ON CAPITOL HILL**

**American Alliance of Museums Has Identified Key Legislative Priorities: Revising Charitable Giving and Funding for the IMLS Office of Museum Services**

**[INSERT DATE AND LOCATION]** ─ [Name, title and museum] will travel to Washington, D.C. February 25-26 to petition our government and make the case for museums.

Joined by museum leaders from across the country, [last name of advocate] will be visiting members of Congress and their staffs to make the case for federal support of America’s museums. [They] will be among more than 300 museum professionals and supporters from across the country participating in the 11th 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/).

AAM has identified several key legislative priorities, among them:

* Revising the tax code to help ensure financial health for all museums.
	+ Passing a universal charitable deduction, such as H.R. 1260 or H.R. 651, allowing all taxpayers to deduct their charitable contributions, regardless of whether they itemize
	+ Repealing the new Unrelated Business Income Tax on expenses that charities incur in providing transportation fringe benefits to employees, such as H.R. 1223 or H.R. 513
	+ Passing the Artist-Museum Partnership Act, which would allow artists to claim a fair market value deduction when they donate their own work to a nonprofit museum of any type
* Funding of $38.6 million in FY 2020 for the IMLS Office of Museum Services, which supports all types of museums by awarding grants that help them educate students, preserve and digitize collections, and connect with their communities.
* Thanking members of Congress for the near unanimous passage of the bipartisan Museum and Library Services Act of 2018 (S. 3530/Public Law No. 115-410), renewing federal programs supporting museums and the communities they serve.

**Museums support more than 726,000 American jobs and contribute $50 billion annually to the U.S. economy.** The economic activity of museums generates more than $12 billion in annual tax revenue, with one-third of it going to state and local governments. Each job created by the museum sector results in $16,495 in additional tax revenue.

“In order for [name of museum], and similar institutions all across the country, to continue to thrive, we have to ensure that legislation at the federal level provides a level playing field in terms of the tax code and federal funding. We also must impress upon legislators that museums employ their constituents, generate tax revenue for the areas they represent and generate even more in terms of economic impact,” said [advocate].

“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.”

**About [museum]**

**About the American Alliance of Museums**

The American Alliance of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. Representing more than 35,000 individual museum professionals and volunteers, institutions, and corporate partners serving the museum field, the Alliance stands for the broad scope of the museum community. For more information, visit [www.aam-us.org](http://www.aam-us.org/).

For more information on [name of museum], visit [insert web address]. For more information on museums and their impact in 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).

###