Sample Press Release

**FOR IMMEDIATE RELEASE**

**Press Contact:**

[Museum’s press contact]

[Phone number]

[E-mail address]

**[Name of museum] Selected to Participate in**

**National Museum Assessment Program**

**[CITY, State (DATE)]**– **[Name of museum]**has been selected to participate in the Museum Assessment Program (MAP), which is administered by the American Alliance of Museums.  Through guided self-study and on-site consultation with a museum professional, participation in MAP will empower **[name of museum]**to better serve the citizens of **[name of city]** by facilitating its meeting and exceeding the highest professional standards of the museum field.

The museum’s participation is made possible through funding provided by the Institute of Museum and Library Services (IMLS). MAP helps museums strengthen operations, plan for the future, and meet standards through self-study and a consultative site visit from an expert peer reviewer.

The [MUSEUM] has chosen to do a MAP [INSERT TYPE OF ASSESSMENT] assessment in order to **[Insert some reasons why and any information specific to your project such as a description, participants, the benefits for your community, and a quote from the institution’s director.]**

“Choosing to be part of the MAP program is indicative of the commitment to civic involvement, public service and overall excellence on the part of [name of museum],” said Laura Lott, president of AAM. “Studies have shown America’s museums to be among the country’s most trusted and valued institutions. MAP is designed to make them even better.”

Since its creation in 1981, the MAP program has served over 5.000 museums. MAP is supported through a cooperative agreement between AAM and IMLS. For more information, including a complete list of museums participating in MAP, please visit [www.aam-us.org/map](http://www.aam-us.org/map), call 202-289-9118 or e-mail [map@aam-us.org](mailto:map@aam-us.org). Our website also has information about museums across the country who have previously participated in MAP and other [AAM Excellence Programs](http://ww2.aam-us.org/resources/assessment-programs/accreditation/accredited-museums?_ga=2.166089276.301624932.1579616668-235776642.1494594294) (such as Core Document Verification and Accreditation).

AAM is the only organization representing the nation’s entire museum community and has been dedicated to promoting excellence within the museum field for over 100 years. For more information about AAM, visit [www.aam-us.org](http://www.aam-us.org/). The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 35,000 museums. To learn more about the Institute, please visit: [http://www.imls.gov](http://www.imls.gov/).

**[Insert general information about your museum, including: information about collections or programs, hours of operation, location, telephone number, and website.]**

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