

Sample press release to use if you are a partner **attending** Museums Advocacy Day 2022.

[NAME OF PARTNER] TO MAKE THE CASE FOR MUSEUMS ON FEBRUARY 28-MARCH 1

[INSERT DATE AND LOCATION] -- **[Name, title, and partner name]** will join hundreds of museum advocates virtually on February 28-March 1 to petition our government and make the case for museums.

Joined by museum leaders from across the country, **[last name of advocate]** will be meeting with members of Congress and their staffs to make the case for federal support of America's museums. **[They]** will be among hundreds of museum professionals and supporters from across the country participating in the 14th annual Museums Advocacy Day, organized by the American Alliance of Museums, taking place virtually on February 28-March 1.

Prior to the pandemic, museums supported more than 726,000 American jobs and contributed \$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.

Congress faces a vast list of policy issues, many of which can have a lasting impact on museums. Among other issues, museum advocates will urge Congress to increase funding for federal agencies that help museums better serve their communities, such as the Institute of Museum and Library Services, enact legislation to increase charitable giving, provide pandemic relief, and support museums' important and expanding role in education.

"In order for **[name of partner]**, and the museums they serve across the country, to recover from the impacts of the pandemic, we have to ensure that legislation at the federal level provides a level playing field in terms of the tax code and federal funding," said **[advocate]**. "**[name of partner]** is proud to be a partner in Museums Advocacy Day 2022 and advocate for the enormous positive impact museums have on the U.S."

"Museums are essential to our country, as part of our educational infrastructure, as economic engines, and as community anchors," said Alliance president and CEO Laura L. Lott. "It is critical that partners like **[name of advocate]** are joining us for Museums Advocacy Day 2022. **[Name of partner]** is doing extraordinary work in service of the museum field, and the members of Congress **(optional: insert here, "from [name of state/region]")** need to hear from constituents about how **(optional: [name of state/region/type of museums])** museums serve their community, even during the pandemic."

About [partner]:

[Your organization's information here.]

About the American Alliance of Museums:

The American Alliance of Museums (AAM) is the only organization representing the entire museum field, from art and history museums to science centers and zoos. Since 1906, we have been championing museums through advocacy and providing museum professionals with the resources, knowledge, inspiration, and connections they need to move the field forward.

Our Alliance of 35,000 museums and museum professionals seeks to better our communities, and our world, through collaborative human-centered experiences, education, and connection to histories, cultures, the natural world, and one another. Our members spark curiosity and wonder, widen horizons and understanding, and create community connection through a shared commitment to equity and learning.

For more information on [\[name of partner\]](#), visit [\[insert web address\]](#). For more information on the American Alliance of Museums, and the impact museums have in their communities nationally, visit www.aam-us.org.

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