

Sample press release to use if your museum will be represented by staff attending Museums Advocacy Day 2022.

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

[INSERT DATE AND LOCATION] -- [Name, title, and museum 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](#).

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 and as essential community infrastructure.

"In order for [name of museum], and similar institutions across the country, to survive and recover from the impacts of the pandemic, we have to ensure that legislation at the federal level provides much needed resources in terms of the tax code and federal funding," said [advocate]. "[Name of museum] is proud to speak up about Museums Advocacy Day 2022 and advocate for the enormous positive impact museums have on their communities across the U.S."

"Museums are essential to our country, as part of our educational infrastructure, as economic engines, as community anchors, and as leaders in the recovery of our nation's communities," said Alliance president and CEO Laura L. Lott. "It is critical that advocates across the country like [name of advocate] are joining us virtually 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 and how it has been impacted during the pandemic."

About [museum]:

[Your museum'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 the American Alliance of Museums, and the impact museums have in their communities nationally, visit www.aam-us.org.

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