

Sample press release to use if you are a partner **financially supporting** Museums Advocacy Day 2024.

## **[NAME OF PARTNER] ANNOUNCES SUPPORT OF MUSEUMS ADVOCACY DAY 2024**

**[INSERT DATE AND LOCATION]** — **[Partner name]**, **[Description of partner]**, has stepped forward as an official Supporter of Museums Advocacy Day 2024 taking place February 26–27 in Washington, D.C.

Museum leaders and advocates from across the country will be meeting with members of Congress and their staffs to make the case for federal support of America’s museums. **[Partner name]** will be among hundreds of museum professionals and supporters advocating for museums during the 16th annual [Museums Advocacy Day](#), organized by the [American Alliance of Museums](#).

With two-thirds of museums still experiencing reduced attendance as compared to 2019, the museum field faces a [long recovery from the impacts of the pandemic](#). 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. In 2024 and beyond, it will be critical that museums receive federal support to continue serving as educational, economic, and cultural assets to our communities.

“In order for **[name of partner]**, and the museums they serve across the country, to fully 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 partner]** is proud to be a partner in Museums Advocacy Day 2024 in collective voice with the museum field, and to advocate for the enormous and critical positive impact museums have in their communities. 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.”

“Museums are essential community infrastructure, educational partners for our schools, and have proven themselves as critical to communities across the US,” said Brooke Leonard, AAM Interim CEO. “Hundreds of museum advocates from across the country are joining us for Museums Advocacy Day to urge Congress to act in support of the museums that enrich the lives of their constituents and contribute to the vibrancy of their locales.”

Learn more about Museums Advocacy Day 2024 by visiting: [aam-us.org/museums-advocacy](http://aam-us.org/museums-advocacy)

### **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.

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](http://www.aam-us.org).

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[Insert your press contact name and their contact information]