

Sample press release to use if **your museum will be represented by staff attending** Museums Advocacy Day 2024.

[NAME OF ADVOCATE, NAME OF MUSEUM] TO MAKE THE CASE FOR MUSEUMS ON FEBRUARY 26-27

[INSERT DATE AND LOCATION] -- **[Name, title, and museum name]** will join hundreds of museum advocates in Washington, DC to petition our government and make the case for museums on February 26-27.

Joined by museum leaders from across the country, **[last name of advocate]** will be visiting members of Congress and their staffs to advocate for federal support of America's museums. **[They]** will be among hundreds of museum professionals and supporters from across the country participating in the 16th 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.

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](#). 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. 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 maintain or increase funding for federal agencies that help museums better serve their communities, such as the Office of Museum Services at the Institute of Museum and Library Services, enact legislation to increase charitable giving, 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 thrive, 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 doing extraordinary work in **[name of locale]**. I am proud to speak up at Museums Advocacy Day 2024, advocate for the enormous positive impact museums have on their communities, and share with members of Congress from **[name of state]** how our museum serves our 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."

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.

For more information on [\[name of museum\]](#), 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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[\[Insert your press contact name and their contact information\]](#)