

Sample press release to use if your museum will be represented by staff **attending** Museums Advocacy Day 2025.

**[NAME OF ADVOCATE, NAME OF MUSEUM] TO MAKE THE CASE FOR MUSEUMS ON
FEBRUARY 24–25**

[INSERT DATE AND LOCATION] -- [Name, title and museum name] will join hundreds of museum advocates in-person in Arlington, VA, and Washington, DC on February 24–25 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 participating in the 17th annual [Museums Advocacy Day](#), organized by the [American Alliance of Museums](#).

With half 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 2025 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 at the Office of Museum Services at the Institute of Museum and Library Services, enact legislation to increase charitable giving, and urge the House of Representatives to lift the ban that makes museums ineligible for earmarks in the annual appropriations process.

“In order for [name of museum], and similar institutions 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 museum] is proud to speak up about Museums Advocacy Day 2025 and join our collective voices to advocate for the enormous and critical positive impact museums have in their communities. U.S. Members of Congress (optional: insert here, “from [name of state/region]”) need to hear from their constituents about how (optional: [name of state/region/type of museums]) museums serve their community.”

“Museums are essential to communities across the United States, serving as stewards of cultural heritage, centers for lifelong learning, community hubs, and catalysts for economic and workforce development,” said Marilyn Jackson, President & CEO of AAM. “Museums Advocacy Day 2025 will unite hundreds of museum advocates to showcase the profound impact of museums and urge Congress to support these vital institutions that enhance the quality of life for all Americans.”

Learn more about Museums Advocacy Day 2025 by visiting: aam-us.org/museums-advocacy

About [museum]:

[Your museum's information here.] For more information, visit [insert web address].

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]