

## Sample Press Release: MID-SHOWING

Local Contact: [local press contact, phone/email]

State Council Contact: [state council contact, phone/email]

Smithsonian Contact: Jennifer Schommer (202) 633-3121; [schommerj@si.edu](mailto:schommerj@si.edu)

[date]

### Smithsonian Exhibition on Rural America Delights Local Audiences

The [insert venue name], in cooperation with [insert name of state humanities council], continues its exploration of the evolving landscape of rural America as it hosts the local showing of “Crossroads: Change in Rural America,” a Smithsonian traveling exhibition. “Crossroads” will be on view through [closing date].

[Insert venue name] and the surrounding community was expressly chosen by the [name of state humanities council] to host “Crossroads” as part of the Museum on Main Street project—a national/state/local partnership to bring exhibitions and programs to rural cultural organizations. After it leaves [name of town] in [closing month], the exhibition will travel to [number] more communities in [name of state] before it returns to the Smithsonian; an itinerary is **attached/or available online** [URL].

“Crossroads” takes a broad look at the characteristics of rural America. It explores how an attraction to and interaction with the land formed the basis of our rural culture, and how rural communities and small towns evolve and change. It also highlights how change transformed rural America, especially during the 1900s, and how rural Americans are evolving for the future.

“We are very pleased with the community’s reaction thus far to ‘Crossroads,’” said [venue spokesperson’s name, title]. “[Number] people attended our opening event and our visitor count so far has been wonderful. People are coming from as far away as [location] to see the exhibition and visit our community. It’s great exposure for the museum and the town. And our public programs have been fascinating and well-received.”

Upcoming program events include [insert program details]. For a complete listing of related programs, visit [local host URL—if applicable] or call [phone number].

“Crossroads” is part of Museum on Main Street, a unique collaboration between the Smithsonian Institution Traveling Exhibition Service (SITES), state humanities councils across

the nation, and local host institutions. To learn more visit [www.museumonmainstreet.org](http://www.museumonmainstreet.org), [www.sites.si.edu](http://www.sites.si.edu), or **[state council web address]**.

Support for Museum on Main Street has been provided by the United States Congress. **[Insert state/local sponsor information, if applicable]**

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**[Insert venue information: address, contact number, and hours of operation]**