

## Sample Press Release: POST-CLOSING

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]

### Museum Reports Smithsonian “Crossroads” Exhibition Resounding Success

The [insert venue name] reports that its [six week] showing of the Smithsonian Institution traveling exhibition “Crossroads: Change in Rural America” was a resounding success.

[Insert venue name] was expressly chosen by the [name of state humanities council] to host the exhibition as part of the Museum on Main Street project—a national/state/local partnership to bring exhibitions and programs to rural cultural organizations. “Crossroads” is now on view at [next local host] in [town of next local host]. The exhibition will continue to tour [name of state] with [number] more stops between now and [end of tour]; an itinerary is attached/or available online [URL].

Through a selection of photographs, objects, film, audio and interactives, “Crossroads” takes a broad look at the characteristics of rural America. It looks at how an attraction to and interaction with the land formed the basis of 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. Complementary local programs included [list local programs].

“We’re thrilled with the community’s reaction to ‘Crossroads,’” said [venue spokesperson’s name, title]. “By hosting a Smithsonian exhibition at our institution, we were able to increase our attendance numbers and garner more exposure for [name of institution.] By working with [state council name], local cultural organizations and businesses we were able to offer a wide variety of educational programs for the entire community. [List other benefits of hosting the exhibition: increased volunteer base, increased fundraising, training for staff, etc.] We hope to build on these experiences in future program plans.”

The **[local host institution]** would like to extend special thanks to **[list individuals, organizations for their support for the project—volunteers and funders.]**

“Crossroads: Change in Rural America” 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]**