

Sample Press Release: MID-TOUR

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

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

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[date]

Smithsonian Sports Exhibition Delights Local Audiences

The **[insert venue name]**, in cooperation with **[insert name of state humanities council]**, continues its exploration and celebration of sports in our heritage as it hosts the local showing of “Hometown Teams: How Sports Shape America,” a Smithsonian Institution traveling exhibition. *New Harmonies* 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 “Hometown Teams” 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.

“Hometown Teams” captures the stories that unfold on the neighborhood fields and courts, and the underdog heroics, larger-than-life legends, fierce rivalries and gut-wrenching defeats. For more than 100 years, sports have reflected the trials and triumphs of the American experience and helped shape the national character. Whether it is professional sports or those played on the collegiate or scholastic level, amateur sports or sports played by kids on the local playground, sports are everywhere in America.

“We are very pleased with the community’s reaction thus far to “Hometown Teams: How Sports Shape America,” 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 web address—if applicable]** or call **[phone number]**.

“Hometown Teams: How Sports Shape 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, 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]