

Sample Press Release: POST-TOUR

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

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

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**[date]**

### **Museum Reports Smithsonian Sports Exhibition Resounding Success**

The **[insert venue name]** reports that its **[six week]** showing of the Smithsonian Institution traveling exhibition “Hometown Teams: Sports in American Communities” 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. “Hometown Teams: How Sports Shape America” 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.

Through a selection of photographs, objects, film, audio and interactives, “Hometown Teams” explores the deep roots and powerful connection that local sports plays in American culture and gives visitors a chance to reflect on their own sports interactions from cheering on the sidelines to being a part of the action. 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. Complimentary local programs included **[list local programs]**.

“We’re thrilled with the community’s reaction to ‘Hometown Teams’,” 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.]**

“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](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]**