

Sample Press Release: MID-TOUR

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

[date]

Smithsonian Water Exhibition Delights Local Audiences

The [insert venue name], in cooperation with [insert name of state humanities council], continues its exploration water's environmental and cultural impact as it hosts the local showing of "Water/Ways," a Smithsonian Institution traveling exhibition. "Water/Ways" 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 "Water/Ways" 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]**.

"Water/Ways" explores the endless motion of the water cycle, water's effect on landscape, settlement and migration, and its impact on culture and spirituality. It looks at how political and economic planning have long been affected by access to water and control of water resources. Human creativity and resourcefulness provide new ways of protecting water resources and renewing respect for the natural environment.

"We are very pleased with the community's reaction thus far to *Water/Ways*," 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].

"Water/Ways" 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]

###

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