

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]

Museum Reports Smithsonian Water Exhibition Resounding Success

The [insert venue name] reports that its [six week] showing of the Smithsonian Institution traveling exhibition “Water/Ways” 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. “Water/Ways” 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, “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. Complementary local programs included [list local programs].

“We’re thrilled with the community’s reaction to ‘Water/Ways,’” 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.]

“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]

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