

Sample Press Release—MID TOUR

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

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[date]

Smithsonian’s Way We Worked Exhibition Delights Local Audiences

What would life be like without teachers, doctors or firefighters? Every day Americans are hard at work on farms, factories, in homes or at desks keeping our communities thriving. The [insert venue name], in cooperation with [insert name of state humanities council], continues its exploration of the American workforce as it hosts the local showing of “The Way We Worked,” a Smithsonian Institution traveling exhibition. “The Way We Worked” 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 “The Way We Worked” 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.

“The Way We Worked,” adapted from an original exhibition developed by the National Archives and Records Administration, explores how work has become a central element in American culture. It traces the many changes that have affected the workforce and work environments over the past 150 years, including the growth of manufacturing and increasing use of technology. The exhibition draws from the Archives’ rich collections, including historical photographs, archival accounts of workers, film, audio and interactives, to tell the compelling story of how work impacts our individual lives and the historical and cultural fabric of our communities.

“We are very pleased with the community’s reaction thus far to ‘The Way We Worked,’” 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].

“The Way We Worked” 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]