

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 Way We Worked Exhibition Resounding Success

The [insert venue name] reports that its [six week] showing of the Smithsonian Institution traveling exhibition “The Way We Worked” 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. “The Way We Worked” 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.

“The Way We Worked,” adapted from an original exhibition developed by the National Archives, 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. Complimentary local programs included [list local programs].

“We’re thrilled with the community’s reaction to ‘The Way We Worked,’” 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.]

“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, [state council web address] and [local host web address—if applicable.]

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]