

Sample Press Release—PRE TOUR

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

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

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[date]

Smithsonian Exhibition Exploring the American Workforce Coming to [Name of Town or Venue]

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], will explore the professions and the people that sustain American society when it hosts “The Way We Worked,” a Smithsonian Institution traveling exhibition. “The Way We Worked” will be on view [opening date] through [closing date].

[Insert venue name] and the surrounding community have been 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. The exhibition will tour [number] communities in [name of state] from [start of state tour] through [end of state tour]; 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 to be able to bring “The Way We Worked” to our area,” said [venue spokesperson’s name, title]. “It allows us the opportunity to explore this fascinating aspect of our own region’s history, and we hope that it will inspire many to become even more involved in the cultural life of our community.”

“Allowing *all* of our state’s residents to have access to the cultural resources of our nation’s premiere museum is a priority of the [state humanities council],” said [state council executive director’s name, title]. “With this special tour, we are pleased to be working with [local venue name and community name] to help develop local exhibitions and public programs to compliment the Smithsonian exhibition.” Such free events include [insert exhibition highlights and public program highlights here].

“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 about “The Way We Worked” and other Museum on Main Street exhibitions, visit www.museumonmainstreet.org.

Support for Museum on Main Street has been provided by the United States Congress. [Insert state/local sponsor information, if applicable]

SITES connects millions of Americans with their shared cultural heritage through a wide

range of art, science and history exhibitions. State humanities councils, located in each state and U.S. territory, support community-based humanities programs that highlight such topics as local history, literature and cultural traditions. The **[local venue name]** serves the local community by **[brief explanation of host's mission.]** To learn more, visit www.sites.si.edu, **[state council web address]** and **[local host web address—if applicable]**.

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

[Insert state council information: address, contact person, phone/email]