



For Immediate Release

BE A PATRON AND SHOP AT MUSEUM STORES
The Museum Store Association Launches *Museum Store Sunday*, a New International Shopping and Cultural Campaign
#museumstoresunday



PHILADELPHIA (September 28, 2017) – The Museum Store Association (MSA) is launching an exciting international annual event and shopping campaign for consumers, ***Museum Store Sunday***. Taking place on Sunday, November 26, *Museum Store Sunday* will offer visitors and consumers inspired experiences and shopping opportunities provided by stores at museums and other cultural non-profit attractions.

In partnership with the United Kingdom's Association for Cultural Enterprises and the Museum Shops Association of Australia and New Zealand, MSA's *Museum Store Sunday* aims to be *the* global annual day to **Be a Patron** -- shop conscientiously and support museum stores and their missions worldwide. Holiday shoppers will not only be able to find quality gifts filled with inspiration and educational value but, through their purchases, will support museums and cultural institutions, enabling ongoing and future appreciation and

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knowledge. Proceeds from purchases at museum stores support the missions and programming of museums.

“The general public already loves shopping in museum stores, because they know they can find something different,” says Julie Steiner, President of the MSA Board of Directors and Director of Retail Operations at the Barnes Foundation. “*Museum Store Sunday* gives people a chance to support local businesses, give back to the community through local non-profit museum, support good causes, find unique holiday gifts, and enjoy an entertaining and educational experience at favorite museums, all at the same time.”

More than 300 museums—from three continents, five countries, and 47 states—are slated to partake in *Museum Store Sunday* with special events and promotions. For a complete list of participating museums and institutions, and for more information, visit www.museumstoresunday.org.

About the Museum Store Association

The Museum Store Association is a 501(c)3 international organization with the mission of advancing the non-profit retail industry, its museum stores, and the success of the professionals engaged in it. MSA offers educational information and programs throughout the year culminating in an annual conference and trade show highlighting the best in the industry. By advocating for and encouraging high standards of curated products, knowledge, and professionalism, MSA helps museum stores and their non-profit retail professionals better serve their institutions and the public.

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