



## MUSEUM STORE SUNDAY 26 NOVEMBER 2017

**Background:** Every year, consumers are encouraged to participate in shopping campaigns for Black Friday, (11/24/17), Shop Small Saturday (11/25/17), Cyber Monday (11/27/17) and Giving Tuesday (11/28/17). Consumers plan their holiday purchases to coordinate with these days, and participating retailers see a resulting patterned spike in sales. The Museum Store Association (MSA) has developed a similar shopping campaign, sandwiched in the middle of these events called **MUSEUM STORE SUNDAY**. MSA's launch of the first Museum Store Sunday (MSS) is scheduled for November 26, 2017 and will span this country and abroad. MSS participation is available to all nonprofit retailers whether MSA members or non- members. MSA members will receive special marketing information, event and publicity assistance.

**Vision:** **Museum Store Sunday** is a global celebration that puts the spotlight on the mission-related products found at museum stores worldwide. In partnership with the United Kingdom's Association for Cultural Enterprises (ACE) and the Museum Shops Association of Australia and New Zealand (MSAANZ), MSA is launching **Museum Store Sunday** as the annual day to 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 cultural appreciation and knowledge.

**Purpose:**

- To engage communities to support their cultural institutions during holiday shopping season
- To encourage culturally minded shoppers to see museum stores as a shopping destination
- To showcase and promote the beautifully curated products and unique experiences that museums stores offer to consumers
- To offer museum membership opportunities to new patrons while supporting their institutions
- To support the vendors, designers, and artisans who sell to the museum store community on a local, national, and international level.
- To encourage mission driven shopping which tangibly extends each museum's educational programs and experience
- To promote the value and importance of museum stores to the general public and the world

**Timeline for Launch:** Sponsorships secured by July 2017

Branding established by August 2017

Dedicated MSS website established by September 2017; explaining the campaign and listing all participating MSA members. [www.MuseumStoreSunday.org](http://www.MuseumStoreSunday.org)

Marketing, PR & Social Media begins by September 2017

- Branded marketing package to be created and distributed to MSA members
- Marketing collateral will be available for download by each MSA member for use in print, in their store, and online.
- Standardized, branded press release to be created and distributed to each MSA member for customization; includes logo, tagline, color palette and standard verbiage

Local Promotion to be customized by individual museums

- Free admission to exhibits
- Extension of museum/museum store hours
- Local vendor/artisan trunk shows
- New product introductions
- Shopping discounts



- Advisors:**
- |  |   |
|--|---|
| American Craft Council                     | Milwaukee Art Museum                                |
| AmericasMart Atlanta                       | Museum of Fine Arts, St. Petersburg                 |
| Association for Cultural Enterprises, UK   | Museum Shops Association of Australia & New Zealand |
| Andoniadis Retail Services                 | National Building Museum                            |
| Bonnie Mackay Consulting                   | National Museum of American Jewish History          |
| Book Expo America                          | Perez Art Museum Miami                              |
| Columbia River Maritime Museum             | Popcorn Custom Products                             |
| Crystal Bridges Museum of American Art     | Stewart/Stand                                       |
| Cummer Museum of Art & Gardens             | The Barnes Foundation                               |
| David Howell & Company, Doyle & Associates | The National World War II Museum                    |
| Emergent Workshop                          | The New-York Historical Society Museum & Library    |
| Fine Arts Museums of San Francisco         | The Preservation Society of Newport County          |
| Galison/Mudpuppy                           | The Walters Art Museum                              |
| High Museum of Art                         | VIELA Jewelry                                       |
| Las Vegas Market                           | Virginia Museum of Fine Arts                        |
| Japanese American National Museum          |   |

**About MSA:** 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. For more information visit [www.MuseumStoreAssociation.org](http://www.MuseumStoreAssociation.org).

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## Museum Store Sunday Participants

Participants from three continents, five countries, and thirty-nine states are currently slated to partake in **Museum Store Sunday**. More than two-hundred-and-fifty museums will be celebrating with special events, promotions, and other unique experience that only their stores can offer.

### **Current Participants:**

Addison Gallery of American Art  
Ah-Tah-Thi-Ki Museum of the Seminole Tribe  
Air Force Museum Foundation  
Albany Pine Bush Preserve Commission  
Albuquerque Museum  
Altoona Railroaders Memorial Museum  
American Craft Council  
AmericasMart Atlanta  
Amgueddfa Cymru National Museum Wales  
Andoniadis Retail Services  
Annenberg Space for Photography  
Artis-Naples  
Ashmolean Museum, UK  
Asian Art Museum  
Association for Cultural Enterprises, UK  
Auburn Cord Duesenberg Auto Museum  
Barbican Centre, UK  
Bergstrom-Mahler Museum of Glass  
Birmingham Museum Store  
Birmingham Museums Trust, UK  
Blanton Museum of Art  
Boca Raton Museum of Art  
Bodleian Libraries, UK  
Bonnie Mackay Consulting  
Book Expo America  
British Museum, UK  
Cabrillo Marine Aquarium  
Calvert Marine Museum  
Charles Morse Museum of American Art  
Chazen Museum of Art  
Chrysler Museum of Art  
Clinton Presidential Museum  
Columbia River Maritime Museum  
Columbus Area Visitors Center  
Conner Prairie  
Contemporary Craft  
Coos History Museum  
Country Music Hall of Fame and Museum  
Craft & Folk Art Museum  
Crocker Art Museum  
Crystal Bridges Museum of American Art  
Cummer Museum of Art & Gardens  
Currier Museum of Art  
David Howell & Company, Doyle & Associates  
deCordova Sculpture Park and Museum  
Delaware Art Museum  
Dennos Museum Center  
Denver Art Museum  
Detroit Institute of Arts  
Door County Maritime Museum  
Eastern National  
Eastern State Penitentiary Historic Site  
Eastgate House, UK  
Eiteljorg Museum of American Indians and Western Art  
Emergent Workshop  
Fine Arts Museums of San Francisco  
Fred Jones Jr. Museum of Art  
Galison Mudpuppy  
Garden Museum, UK  
Gilcrease Museum  
Glasgow School of Art Enterprises Ltd, UK  
Graycliff Conservancy  
Guildhall Museum, UK  
Gumbo Limbo Nature Center  
Harn Museum of Art  
Hayward Area Historical Society  
High Museum of Art  
Historic Arkansas Museum  
Historic Deerfield Museum  
Historic Huguenot Street  
Historic Railpark & Train Museum  
History of Diving Museum  
Imperial War Museum, UK  
J. Paul Getty Museum  
Japanese American National Museum  
Joslyn Art Museum  
Kentucky Derby Museum  
Key West Art & Historical Society  
Kidspace Children's Museum,  
Kilmartin Museum, UK  
Kinzoku Custom  
Kolling Cards  
Las Vegas Market  
Lauren Rogers Museum of Art  
Library Foundation of LA/The Library Store  
Library Friends Shop  
Los Angeles Philharmonic  
Lost City Museum  
Louisiana Art & Science Museum,  
Lowell Observatory  
Madison Museum of Contemporary Art  
Made 4 Museum  
Maine Audubon  
Mall Galleries, UK  
Manchester Art Gallery, UK  
Mary Rose Museum  
McNay Art Museum  
Meadows Museum  
Milwaukee Art Museum  
Minnetrista Cultural Center  
MiSci - Museum of Innovation and Science  
Missouri History Museum  
Modern Art Museum of Fort Worth  
Monona Terrace  
Morikami Museum and Japanese Gardens  
Munson-Williams-Proctor Arts Institute  
Museum of Contemporary Art, Tucson  
Museum of East Asian Art, UK  
Museum of Fine Arts, St. Petersburg  
Museum of Flight  
Museum of International Cultures  
Museum of Northwest Art  
Museum Shops Association of Australia & New Zealand  
Museums Wellington  
National Building Museum  
National Cowgirl Museum & Hall of Fame  
National Football Museum, UK  
National Gallery of Art, Washington DC  
National Museum of American Jewish History  
National Portrait Gallery, UK  
Nat. Museum of the Mighty Eighth Air Force  
Natural History Museum, UK  
Nevada Board of Museums & History  
Nevada State Museum, Las Vegas  
New England Ski Museum  
Newport Historical Society  
North Carolina Museum of History  
Office of Historic Alexandria  
Ogden Museum of Southern Art  
Palm Springs Art Museum  
Pasadena Museum of History  
Patrick Henry Memorial Foundation  
Pavilion Books, UK  
Peoria Riverfront Museum  
Perez Art Museum Miami  
Phoenix Art Museum  
Pittock Mansion  
Polk Museum of Art  
Popcorn Custom Products  
Racine Art Museum  
Roald Dahl Museum & Story Centre, UK



Rochester Castle, UK  
Royal Air Force Museum Enterprises Ltd, UK  
Royal Armouries, UK  
Saint Louis Art Museum  
San Antonio Museum of Art  
San Diego Museum of Art  
Santa Barbara Museum of Natural History  
Science Center of Iowa  
Science Museum, UK  
ScienceWorks Museum  
Shakespeare Birthplace Trust, UK  
Sigal Museum  
Sioux City Public Museum  
Soane Museum Enterprises, UK  
South Dakota Agricultural Heritage Museum  
Steilacoom Historical Museum Association  
Stewart/Stand  
Storm King Art Center  
Sunnylands Visitors Center and Gardens  
Tampa Museum of Art  
Teign Heritage Centre, UK  
Texas Historical Commission  
The Barnes Foundation  
The Children's Museum of Indianapolis Store

The Clark Art Institute  
The Dali Museum  
The Decorative Arts Center of Ohio  
The Encampment Store at Valley Forge  
The Fabric Workshop and Museum  
The House of the Seven Gables Settlement  
The Huntington Store  
The James Monroe Museum  
The Kennedy Center  
The National Zoo  
The National World War II Museum  
The NY Historical Society Museum & Library  
The Original Source  
The Preservation Society of Newport County  
The Putnam  
The Ringling Museum of Art  
The Rockwell Museum  
The Shop at Farthing's Ordinary  
The Walters Art Museum  
Torquay Museum, UK  
Tower Hill Botanic Garden  
University of Michigan Mus of Natural History  
United States Holocaust Memorial Museum  
University of Michigan Museum of Art

University of Pittsburgh Nationality Rooms  
Upnor Castle, UK  
U.S. Capitol Historical Society  
USS Hornet Museum  
Utah Museum of Fine Arts  
UWF Historic Trust  
Vero Beach Museum of Art  
Vesterheim Norwegian American Museum  
Victoria & Albert Museum, UK  
VIELA Jewelry  
Virginia Aquarium & Marine Science Center  
Virginia Living Museum  
Virginia Museum of Fine Arts  
Vizcaya Museum and Garden  
Waddesdon Manor, UK  
Wadsworth Atheneum Museum of Art  
Watts Gallery, UK  
Wexner Center for the Arts  
Wheaton Arts  
Wildling Museum of Art and Nature  
World of Speed Motorsports  
Yale Center for British Art Museum Shop  
Yankee Air Museum