



For Immediate Release

**SHOP AT MUSEUM STORES AND GIVE BACK
MSA launches new international campaign: Museum Store Sunday**

#museumstoresunday



Philadelphia, PA (August 17, 2017) – Every year consumers kick off their holiday shopping during the Thanksgiving holiday weekend, starting with Black Friday and continuing through Cyber Monday. Now, there will be one more exciting shopping day sandwiched between the two—***Museum Store Sunday***, scheduled this year for **November 26**—that offers relaxing, inspired experiences and shopping opportunities provided by stores at museums and other cultural non-profit attractions.

The Museum Store Association (MSA) is proud to introduce ***Museum Store Sunday***, an international campaign and annual event for consumers. Holiday shoppers and visitors are invited to give with meaning by shopping at museum stores for unique, mission-related products while directly supporting museums and cultural institutions with proceeds from all purchases.

Museum Store Association, Inc.
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“The general public already loves shopping in museum stores, because they know they’re sure to 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 museums, support good causes, find unique holiday gifts, and enjoy an entertaining and educational experience at favorite museums, all at the same time.”



Global Celebration of Meaningful Gift Giving

In partnership with the United Kingdom’s Association for Cultural Enterprises and the Museum Shops Association of Australia and New Zealand, 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 appreciation and knowledge. For example, the Virginia Museum of Fine Arts in Richmond features custom jewelry inspired from decorative arts pieces by Karl Fabergé in the museum’s collection and the New-York Historical Society carries sought after fine art prints reproduced from their trove of John James Audubon avian watercolors. Sales of items like these fund important programs at these museums.

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Museum Store Sunday Participants

So far, more than 265 museums—from three continents, five countries, 44 states and the District of Columbia—are slated to partake in ***Museum Store Sunday*** with special events, promotions, and other experience that only their stores can offer. These one-of-a-kind retail destinations that represent the museums and institutions they belong to offer rewards that transcend a typical shopping experience.



Curated Products, Unique Experiences and Value

The products available at museum stores have been carefully curated to reflect the individual qualities and personalities of the institutions. ***Museum Store Sunday*** will offer consumers and patrons singular retail experiences that cannot be replicated in a shopping mall or other conventional retail settings. There is something to be found for everyone while perusing a museum store and its offerings and the shopping also encourages purchases that tangibly extend educational programs and visitor outreach and services.

Community Support for Museums and Museum Stores

By offering communities the opportunity to engage with and support their local museums



during the busy holiday season, **Museum Store Sunday** will encourage the public—and especially culturally minded shoppers—to make thoughtful purchases and to rely on museum stores as retail destinations. Museums and other cultural non-profit venues offer relaxing and informative environments from which visitors can reflect and learn. In addition, shopping and purchases at museum stores will support artisans, designers, and vendors on a local, national, and international level. For additional information and an updated list of participating museums and artisans, visit www.museumstoresunday.org.

[Media Image Gallery](#)

About the Museum Store Association (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.

Museum Store Sunday Sponsors

We thank our Founding and Charter sponsors for their generous donations to Museum Store Sunday. A complete list of the Museum Store Sunday sponsors can be found at www.museumstoresunday.org.

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Image Credits

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