

# 90 DAYS OF ACTION CAMPAIGN: MEMBER TEMPLATE RELEASE

## FOR IMMEDIATE RELEASE

Contact: [PR CONTACT NAME AND PHONE]

### **[MUSEUM] Joins *90 Days of Action Campaign* to Celebrate Museums' Role in Welcoming Immigrants and Refugees** **--Campaign Tagline #WorldTheyDeserve Captures Efforts--**

[CITY, STATE] (DATE)—The [MUSEUM] is participating in a nationwide campaign, *90 Days of Action*, coordinated by the Association of Children's Museums (ACM)—to showcase the important role children's museums play in welcoming immigrant and refugee children and families to their communities. Using the hashtag #WorldTheyDeserve, [MUSEUM] will be sharing stories onsite and via the web and social media about ways the organization is reaching immigrant and refugee populations in [CITY].

“Our museum touches the lives of [NUMBER] children annually, offering opportunities for experiential learning. As part of our work, we also engage diverse communities, creating fun, educational opportunities for new Americans and immigrants,” explained [MUSEUM LEADER/TITLE]. “By taking part in the *90 Days of Action Campaign*, we can share the extraordinary ways we partner to strengthen our greater community and create cultural inclusiveness.”

[MUSEUM] engages with immigrant and refugee communities in many ways. [INSERT PARAGRAPH HIGHLIGHTING OUTREACH PROGRAMS/WORK].

To help shape the campaign, ACM is conducting research with its members. Early survey findings reveal that a majority currently implement outreach strategies specifically to reach immigrant and/or refugee populations in their community. More than 75 percent reported considering new opportunities to serve and support immigrants and/or refugee populations.

Nationally, the campaign includes a variety of elements including a social media push, a survey of its members to learn more about current and planned programs to serve immigrant and refugee children and families, and resources to help members communicate about their efforts at the local level. Running through May 8, the #WorldTheyDeserve hashtag serves as the tagline for the nationwide campaign, enabling the sharing of stories, photos, videos, and information about the cultural education and engagement efforts of ACM's 400 member museums, which includes [MUSEUM].

## About [MUSEUM]

[INSERT BOILERPLATE]