**SAMPLE BLUE STAR MUSEUMS LAUNCH PRESS RELEASE**

Help amplify the national launch announcement for Blue Star Museums by posting your own press release **on or after May 9, 2019**. You may use this template press release, and simply fill in the holes (the date, a description of your launch, your contact information, etc.) and distribute it to media outlets in your area. You are not obligated to use this template.

Date: [ON OR AFTER MAY 9, 2019]

Contact: [NAME, TITLE] [ORGANIZATION |LOGO]

[ADDRESS]

[PHONE | EMAIL]

[WEB ADDRESS | FACEBOOK | TWITTER| YOUTUBE – EMBED HYPERLINKS]

**[YOUR ORGANIZATION] TO PARTICIPATE IN BLUE STAR MUSEUMS**

***[Your organization] will offer free admission to military personnel and their families this summer***

[CITY, STATE – DATE] – Today, [YOUR ORGANIZATION] announces it will join museums nationwide in participating in the tenth summer of Blue Star Museums, a program which provides free admission to our nation’s active-duty military personnel and their families this summer. The 2019 program will begin earlier than in past years, launching on Saturday, May 18, 2019, Armed Forces Day, and ending on Monday, September 2, 2019, Labor Day. Military can find the list of participating museums at [arts.gov/bluestarmuseums](https://www.arts.gov/national/blue-star-museums).

Blue Star Museums is an initiative of the National Endowment for the Arts in collaboration with Blue Star Families, the Department of Defense, and more than 2,000 museums nationwide. First Lady of the United States Melania Trump and Second Lady of the United States Karen Pence are honorary co-chairs of Blue Star Museums 2019.

[**If you are planning a media event, describe it here**: Will it be a press conference? Who will speak? Will there be a photo opportunity?]

[INSERT A QUOTE FROM AN ORGANIZATION SPOKESPERSON OR LOCAL OFFICIAL IN SUPPORT OF BLUE STAR MUSEUMS]

“The National Endowment for the Arts is proud to celebrate the tenth summer of collaborating with Blue Star Families, Department of Defense, and especially the more than 2,000 museums across our nation that make this program possible, “ said Mary Anne Carter, acting chairman of the National Endowment for the Arts. “Organizations such as [NAME OF YOUR ORGANIZATION] are providing wonderful opportunities for military families to share a memorable experience together this summer.”

This year’s participating organizations include fine art, science, history, and children’s museums, as well as zoos, aquariums, gardens, and more. Museums are welcome to sign up for Blue Star Museums throughout the summer at [arts.gov](https://apps.nea.gov/bluestarsignup/mainpage.aspx).

“We've seen the tremendous impact the Blue Star Museums program brings to our military families, and we're thrilled to be celebrating a decade of support,” said Kathy Roth-Douquet, chief executive officer of Blue Star Families. “Not only are museums fun to explore but are also great for making memories and strengthening military families as a whole.”

“The Defense Department congratulates Blue Star Families and the National Endowment for the Arts on reaching an incredible milestone: ten years of service to the military community though Blue Star Museums,” said A.T. Johnston, deputy assistant secretary of defense for Military Community and Family Policy. “We offer our sincere gratitude to the more than 2,000 museums across the country who open their doors through this wonderful program. Your patriotism and generosity have enriched the lives and experiences of our military families.”

The free admission program is available for those currently serving in the United States Military—Army, Navy, Air Force, Marine Corps, Coast Guard as well as members of the Reserves, National Guard, U.S. Public Health Commissioned Corps, NOAA Commissioned Corps, and up to five family members. Qualified members must show a [**Geneva Convention common access card**](http://www.cac.mil/common-access-card/) (CAC), [**DD Form 1173 ID card (dependent ID), or a DD Form 1173-1 ID**](http://www.cac.mil/uniformed-services-id-card/) card for entrance into a participating Blue Star Museum.

Follow Blue Star Museums on Twitter @NEAarts and @BlueStarFamily, #bluestarmuseums.

**About [YOUR ORGANIZATION]**

[INSERT BOILERPLATE COPY ABOUT YOUR ORGANIZATION HERE]

**About the National Endowment for the Arts**

Established by Congress in 1965, the National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector, the Arts Endowment supports arts learning, affirms and celebrates America’s rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. Visit [arts.gov](file:///C%3A%5CUsers%5Ctoddj%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C9V0AV7U4%5Carts.gov) to learn more.

**About Blue Star Families**
Blue Star Families builds communities that support military families by connecting research and data to programs and solutions, including career development tools, local community events for families, and caregiver support. Since its inception in 2009, Blue Star Families has engaged tens of thousands of volunteers and serves more than 1.5 million military family members. With Blue Star Families, military families can find answers to their challenges anywhere they are. For more information, visit [bluestarfam.org](http://bluestarfam.org/).

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