



something for everyone • explore the diversity

February 10, 2010

Dear Central Arizona Museum Association members:

Each year on May 18, the International Council of Museums (ICOM) sponsors International Museum Day. The purpose of the event is to provide “the opportunity for museum professionals to meet the public and alert them to the challenges that museums face if they are to be...’an institution in the service of society and of its development.” (ICOM website)

ICOM was created in 1946 as a non-governmental organization (NGO) with formal relations with United Nations Educational, Scientific and Cultural Organization (UNESCO) and with consultative status with the United Nations Economic and Social Council. The 28,000 ICOM members may participate in national committees, international committees organized by subject matter, and the Triennial Conference. This year’s Triennial will be held in Shanghai, China in November. The theme of the Triennial, as well as this year’s International Museum Day, is “Museums for Social Harmony.” Visit <http://icom.museum> for a wealth of information about ICOM, its membership benefits, and programs.

In solidarity with museums around the world, your CAMA Board of Directors urges you to celebrate International Museum Day. Your celebration can be simple or complex, concentrated on one day, or spread out during the month of May. The ICOM website gives 2 ½ pages of ideas for programming, including special tours, free or reduced admission days, lectures, concerts, artistic performances, workshops, and treasure hunts. For ideas on creating special programs for International Museum Day, or to customize your own Museum Day poster, visit http://icom.museum/doc/imd2010_links.html

As a member benefit, CAMA will publicize your celebration. **To participate please send the following information in one e-mail to Kate Crowley at kcrowley@heard.org by WEDNESDAY, MARCH 10:**

- Name of organization
- Location(s) with street address and zip code
- Website
- Phone number for the public
- Day, dates, and time of International Museum Day offer
- Description of International Museum Day offer
- Prices of International Museum Day offer
- Any exclusions
- One high-resolution image of your exhibition, building, or activity to include in the press release
- A media contact/name should Kate need to get in touch with your organization's media relations specialist

CAMA will help its members market their International Museum Day offerings at no additional cost through advertising in the *Arizona Republic* and KJZZ Public Radio, by distributing a Public Service Announcement, and by listing events on the CAMA website.

Don't miss out on this CAMA member's benefit! If your dues are not current, join CAMA now and start planning your International Museum Day events.

All the best,



Vicki L. Berger
Vice President
Central Arizona Museum Association
www.azcama.com
v.berger@cox.net
(602) 256-9457