

WINTERTHUR



Winterthur Press Release



#museumstoresunday

FOR IMMEDIATE RELEASE

Contact: Mark Nardone
Mnardone@winterthur.org
302.888.4803

Winterthur Invites You to Be a Patron and Shop With Us on Museum Store Sunday

Winterthur, DE, November 14, 2018— On Sunday, November 25, 2018, for the second year in a row, more than 700 museum stores representing all 50 states and the District of Columbia, ten countries, and three continents will offer inspired shopping at museums and cultural institutions. The Winterthur Museum Stores are thrilled to participate in this initiative and support our institution.

As part of our participation in **Museum Store Sunday**, Winterthur will offer shoppers 25 percent off their entire in-store purchases. Each purchase supports educational programming at Winterthur Museum, Garden & Library.

“We are thrilled to be a part of this important initiative and to encourage support for museum stores by offering our patrons and new visitors a special discount on November 25,” said Ellen Taviano, general manager of retail and licensing for Winterthur. “We are excited about the opportunity to showcase the broad assortment of highly curated, unique, mission-specific gifts that we offer at Winterthur Museum Stores to new patrons.” Shoppers will find outstanding gifts, books, and home décor inspired by Winterthur’s museum, garden, and library.

Ione Saroyan, president of the MSA Board of Directors and director of merchandise operations at the New York Historical Society Museum and Library, said, “After the success of 2017, we are excited to have a number of great institutions be part of Museum Store Sunday. This initiative gives people a chance to support local businesses, give back to the community through

local nonprofit museums, support good causes, find unique holiday gifts, and enjoy an entertaining and educational experience at favorite museums, all at the same time.”

Museum Store Sunday has a global reach. In partnership with the United Kingdom’s Association for Cultural Enterprises and the Museum Shops Association of Australia and New Zealand, MSA’s Museum Store Sunday aims to be *the* global annual day to **Be a Patron**—shop conscientiously and support museum stores and their missions worldwide.

For more information, visit www.museumstoreassociation.org and follow Museum Store Sunday on Instagram and Facebook for more details.

For more information on local activities during Museum Store Sunday at Winterthur Museum, Garden & Library, visit winterthur.org and follow us on Facebook, Twitter, and Instagram @winterthurmuse and on SnapChat @winterthurmus.

About Winterthur Museum, Garden & Library

Winterthur—known worldwide for its preeminent collection of American decorative arts, naturalistic gardens, and research library for the study of American art and material culture—offers a variety of tours, exhibitions, programs, and activities throughout the year. General admission includes a tour of some of the most notable spaces in the 175-room house as well as access to the Winterthur Garden and Galleries, special exhibitions, a narrated tram tour (weather permitting), the Campbell Collection of Soup Tureens, and the Enchanted Woods children’s garden. \$20 adults; \$18 for students and seniors; \$6 for ages 2–11. Museum hours are 10:00 am to 5:00 pm, Tuesday–Sunday. From November 17, 2018—January 6, 2019, the Yuletide Tour is the general admission tour. \$22 adults; \$20 for students and seniors; \$6 for ages 2–11.

Winterthur, located on Route 52, six miles northwest of Wilmington, Delaware, and five miles south of U.S. Route 1, is closed on Mondays (except during Yuletide), Thanksgiving, and Christmas Day. Winterthur is committed to accessible programming for all. For information, including special services, call 800.448.3883, 302.888.4600, or TTY 302.888.4907, or visit winterthur.org.

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 and follow Museum Store Sunday on Instagram and Facebook for more details.

#

For more information on Winterthur Museum, Garden & Library, please contact:

Mark Nardone, mnardone@winterthur.org, (302) 888-4803

For more information on Museum Store Sunday, please contact:

Hello PR Group

Marisa Jones Issa, marisa@helloprgroup.com, (323) 452-3310, Mobile (323) 989-2925

Erinn Cortez, ecortez@helloprgroup.com, (323) 452-3310, Mobile (323) 813-5211

Museum Store Association, Inc.
2025 M Street NW, Suite 800 ♦ Washington, DC 20036 USA
TEL: (202) 367-1106 ♦ FAX: (202) 367-2104 ♦ www.museumstoreassociation.org