



Ways to include Smithsonian Affiliations information in your press materials.

Adding these simple phrases or sentences to your press materials ensures your association with the Smithsonian is clear when promoting any of your organization's events.

Please note:

- The Smithsonian is ***never Smithsonian Institute***. Please make certain your materials reference the Smithsonian Institution or Smithsonian.
- ***Please do not use 'Nation's Attic' in any materials***. While an endearing term to some, we prefer not to use this language when referencing the nation's collections.

Example 1:

Include "a Smithsonian Affiliate" after the first mention of your organization's name.

"Ramp It Up: Skateboard Culture in Native America" will open at Your Museum, a Smithsonian Affiliate in San Diego, and features 20 skate decks, including examples from Native companies and contemporary artists, rare images and video of Native skaters."

Example 2:

Include a sentence about Smithsonian Affiliations in your organization's boilerplate information:

About Your Museum

In association with the Smithsonian since 2003, Your Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation. Established in 1981, and celebrating its 30th Anniversary in 2011, Your Museum is a non-profit 501 (c) (3) organization. For more information about Your Museum call 123-456-7810 or visit the website: yourmuseum.org.

About the North Carolina Museum of History

The N.C. Museum of History, a Smithsonian Affiliate, is located at 5 E. Edenton Street in downtown Raleigh. Hours are Monday through Saturday, 9 a.m. to 5 p.m., and Sunday, noon to 5 p.m. The museum collects and preserves artifacts of North Carolina history and educates the public on the history of the state and the nation through exhibits and educational programs. Each year more than 300,000 people visit the museum to see some of the 150,000 artifacts in the museum collection. The Museum of History, within the Division of State History Museums, is part of the N.C. Department of Cultural Resources.

Example 3:

Include Smithsonian Affiliations' boilerplate at the conclusion of your press material:

About Smithsonian Affiliations (option 1, super short)

Smithsonian Affiliations is a national outreach program that develops long-term collaborative partnerships with museums, educational, and cultural organizations to enrich communities with Smithsonian resources. More information is available at www.affiliations.si.edu.

About Smithsonian Affiliations (option 2, traditional)

Established in 1996, Smithsonian Affiliations is a national outreach program that develops long-term collaborative partnerships with museums, educational, and cultural organizations to enrich communities with Smithsonian resources. Smithsonian Affiliations facilitates two-way relationships among Affiliate organizations and the Smithsonian Institution to increase discovery and inspire lifelong learning in communities across America. More information about the Smithsonian Affiliations program and Affiliate activity is available at www.affiliations.si.edu.