



Smithsonian Affiliations

Boilerplate Options for Affiliate Media Releases

Adding these simple phrases or sentences to your media material 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.

"American Democracy" will open at The Durham Museum, a Smithsonian Affiliate in Omaha, Nebraska, on this date.

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.

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

Smithsonian Affiliations is a national outreach program that develops long-term collaborative partnerships with museums, educational, and cultural organizations to share Smithsonian collections, build collaborative networks, and engage learners of all ages 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. The long-term goal of Smithsonian Affiliations is to facilitate a two-way relationship 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.