

**MISSOULA ART MUSEUM JOINS ASSOCIATION OF ART MUSEUM DIRECTORS'
EIGHTH ANNUAL CELEBRATION OF ART MUSEUM DAY ON MAY 18, 2017**

10% OFF NEW MUSEUM MEMBERSHIPS

**THE THEME OF ART MUSEUM DAY 2017:
ART MUSEUMS FOSTER VIBRANT COMMUNITIES**

Missoula, Montana, May 15, 2017, **Missoula Art Museum**—MAM will 10% off all new memberships on Thursday, May 18, 2017 as part of the Association of Art Museum Directors' (AAMD) Art Museum Day. Last year, **Missoula Art Museum**—along with more than 175 other AAMD member museums across North America—participated in Art Museum Day.

The theme of this year's Art Museum Day is *Art Museums Foster Vibrant Communities*. AAMD members across the U.S., Canada, and Mexico will be offering programs and initiatives to celebrate the arts and the important role art museums play in their communities. In addition to bringing the best of human creativity to people across North America, museums serve as engines for the creative economy, partners with school systems and civic organizations, and anchors for public spaces and neighborhoods, making their regions better places for everyone who lives and works there.

This year, **MAM** offers 10% off all new memberships and also museum invites visitors to participate by sharing their experiences on Art Museum Day via social media, with the hashtag #ArtMuseumDay.

"Today, more than ever, we see how art is essential to the human spirit. It makes us think creatively, it makes us laugh, it creates strengthens community, and it pushes us to understand our deep connections as humans across time and cultures. MAM is proud to be a part of this movement that as we generates creativity and brings artists and audience together in our community," from Laura J. Millin, MAM Executive Director.

AAMD represents 245 art museums across the United States, Canada, and Mexico—from regional museums in small towns to large museums in major urban centers. International Museum Day is organized annually around the world by the International Council of Museums (ICOM). AAMD's Art Museum Day is an opportunity to focus attention on the role of art museums in North America, as part of ICOM's global celebration.

A comprehensive list of participating AAMD member art museums will be available on the AAMD website. Note that while AAMD's Art Museum Day and ICOM's International Museum Day are formally held each year on May 18, some institutions shift their celebrations to adjacent dates.

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FREE EXPRESSION // FREE ADMISSION. The Missoula Art Museum engages artists and audience in the creative exploration of contemporary art relevant to our community, state and region. Founded in 1975 and accredited by the American Association of Museums since 1987, MAM showcases diverse and thought-provoking contemporary artwork from local and international artists.

Gallery Hours: Tuesday- Saturday, 10 AM - 5 PM. Office hours: Mon-Fri, 9AM-5PM.

Contact: For more information, please contact the Missoula Art Museum at 406.728.0447, visit the MAM website at www.missoulaartmuseum.org or contact Brandon Reintjes, Senior Curator, brandon@missoulaartmuseum.org, 406.728.0447 x230.