

90 DAYS OF ACTION: TEMPLATE COLUMN TO SEND TO COMMUNITY PAPER

(Aim for 400-600 words)

All Kids Are Welcome By **[MUSEUM DIRECTOR, MUSEUM, TITLE]**

Play fuels growing minds. As busy parents and caregivers look for hands-on learning and entertainment for their young ones, children's museums—like **[MUSEUM]**—have become a community staple. In fact since 1975, the number of children's museums in the U.S. has increased more than five-fold.

Our experiential learning model opens doors to all children in our diverse community. In particular, children's museums across the nation—and globe—have provided children with opportunities to learn about different cultures and welcomed immigrant and refugee children and their families. Through education and outreach, children's museums encourage tolerance, cultural inclusiveness and assimilation.

At **[MUSEUM]**, we do so by **[INSERT A FEW EXAMPLES]**.

To celebrate the important role children's museums play in welcoming immigrant and refugee children and families to their communities, the Association of Children's Museums (ACM) has launched a new campaign—*90 Days of Action*. To help shape the campaign, ACM is conducting research with its members (including **[OUR MUSEUM]**). Early survey findings reveal that a majority currently implement outreach strategies specifically to reach immigrant and/or refugee populations in their community. More than 75 percent reported considering new opportunities to serve and support immigrants and/or refugee populations.

[MUSEUM] has joined this campaign. Using the hashtag #WorldTheyDeserve, we will be sharing stories through May 8th at the museum and via the web and social media about ways we are reaching immigrant and refugee populations in **[CITY]**. Our museum reaches **[NUMBER]** children and families every year. We also engage diverse communities, creating fun, educational opportunities for new Americans and immigrants. By taking part in the *90 Days of Action* campaign, we're sharing the extraordinary ways we work to strengthen our greater community through inclusive practice.

We invite our community to share personal experiences with our museum. Engage with us on Twitter and Facebook using #WorldTheyDeserve to tell us about how you and your children have been inspired by our cultural programming, and feel free to share your photos. We relish our role as a portal to fun and opportunity for families. We are committed now more than ever to create a world that honors and respects all children and respects the diverse ways in which they learn and develop.