**Press release template**

[*Insert date you are sending out the release*]

**[*Insert name of museum*] needs your votes!**

A [*insert town/region*] museum has been put forward for a national award for going the extra mile to welcome children, young people and families.

[*Insert name of museum*] has been nominated for the Kids in Museums Family Friendly Museum Award 2024. The prestigious award recognises museums, galleries and heritage sites that provide a great experience for children, young people and families. It is the only museum award to be judged by families. [*Have you won or been shortlisted for the award before?*]

[*Add some information here about what your museum offers for children, young people and families.*]

[*Insert name of museum*] is now appealing for families to share their experiences of visiting the museum with Kids in Museums to support its application. [*If you are applying for Best Accessible Museum, specify this here so visitors know which category they should nominate you for.*]

[*Insert quote from your museum: e.g. “We’re so pleased that our visitors have nominated us for the Family Friendly Museum Award. If you have enjoyed a visit with your family, we would be grateful if you could send your experience to Kids in Museums to give us the strongest possible application...”]*

To nominate [*insert name of museum*] for the Family Friendly Museum Award, visit the Kids in Museums website and fill in the online form: [www.kidsinmuseums.org.uk/awards](http://www.kidsinmuseums.org.uk/awards). [*If you are collecting feedback via a form at your museum, you could mention this here too.]*

The deadline for nominations is 5pm on 3 June 2024.

In June, an expert panel will whittle down the nominations to a shortlist. Undercover family judges will then visit each shortlisted museum and assess them on how well they meet the Kids in Museums Manifesto. Their experiences will decide the winners. The winners will be announced at an awards ceremony in October 2024.

**Notes to Editors**

**About [*insert name of museum*]**

[*Insert some information about your museum.*]

**About Kids in Museums**

We are an award-winning charity dedicated to making museums open and welcoming to all children, young people and families. We support and champion family friendly organisations through wide-ranging initiatives, including the Family Friendly Museum Award and Takeover Day. We invite heritage organisations to sign up to our Manifesto, which sets out simple guidelines for making museums easy to reach for all ages. [www.kidsinmuseums.org.uk](http://www.kidsinmuseums.org.uk)

Find us on [X/Twitter](https://twitter.com/kidsinmuseums), [Facebook](https://www.facebook.com/pg/KidsInMuseums/posts/?ref=page_internal) and [Instagram](https://www.instagram.com/kidsinmuseums/).