



**MUSEUM
STORE
SUNDAY®**
12.01.24

**SUPPORT ADDISON GALLERY OF AMERICAN ART AND FIND UNIQUE HOLIDAY GIFTS,
AND OFFERS ON MUSEUM STORE SUNDAY, DECEMBER 1**

On Sunday, December 1, 2024, the Museum Store at Addison Gallery of American Art invites shoppers to participate in Museum Store Sunday, an annual holiday shopping day supporting cultural institutions and their stores. This year, more than 2,100 museum stores representing all 50 states and the District of Columbia, 25 countries and five continents will celebrate Museum Store Sunday and offer unique gifts for the holiday season—with all purchases supporting its parent institution and the artisans and craftspeople who create many of the gifts found in museum stores.

Visitors will receive a **10% discount** on all purchases.

The number of participating cultural institutions has tripled since the Museum Store Association launched Museum Store Sunday in 2017. The global advocacy campaign's new slogan, "Shop with Purpose," reflects the organization's mission to promote economic sustainability and cultural engagement for museums and the communities they support.

Kate Schureman, board president of the Museum Store Association and chief operating officer and vice president of administration of the Peoria Riverfront Museum in Peoria, Illinois, explains how shopping at cultural institutions during the Thanksgiving holiday weekend strengthens communities and their financial well-being.

"Purchasing locally made gifts at museum stores circulates money within shoppers' communities," Schureman said. "In turn, artists, businesses and museums in their neighborhoods have more funds to reinvest into their communities and foster local economic growth."

While there is only one Museum Store Sunday every year, consumers are encouraged to shop at and support museum stores all year long. Approximately 91% of shoppers said they would

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return the following year to shop during Museum Store Sunday and 89% of shoppers said Museum Store Sunday encourages them to shop at museum stores throughout the year [Source: Museum Store Sunday 2023 Shoppers Survey].

Shoppers may find participating museum stores near them at <http://www.museumstoresunday.org/find-a-store> and those with online stores at <http://www.museumstoresunday.org/find-an-online-store>.

For more information on events and promotions during Museum Store Sunday at Addison Gallery of American Art, please visit our website www.addisongallery.org.

For up-to-date information on Museum Store Sunday, including a list of global museum store participants and online museum stores, visit www.museumstoresunday.org and:

- Follow Museum Store Sunday on Instagram at [@museumstoresunday](https://www.instagram.com/museumstoresunday)
- Like Museum Store Sunday on Facebook at [facebook.com/museumstoresunday](https://www.facebook.com/museumstoresunday)