



FOR IMMEDIATE RELEASE

Museums connect Ontario during *May is Museum Month/ Mai, Mois des Musées* and International Museum Day.

In celebration of *May is Museum Month / Mai, Mois des Musées* and International Museum Day, the Ontario Museum Association (OMA) invites everyone to discover all that our province's museums, galleries, and heritage sites have to offer, especially during this time of physical distancing. Museums are vital tourism assets in every community in Ontario, and will play a key role in Ontario's recovery and building local employment following COVID-19.

May is Museum Month / Mai, Mois des Musées coincides with International Museum Day on May 18th; a worldwide initiative of the International Council of Museums to highlight the work museums do for diversity and inclusion in our communities.

This year, museums are engaging their communities more than ever with online activities, virtual tours, and digital experiences and learning. Museum websites in Ontario welcome 93.5 million visits per year—that's three per second! Ontario's museums are also reaching out through social media and other methods to stay connected to their communities. Museums are a vital part of Ontario's education system, with museum visits and activities building skills in reading, science, math, and critical thinking.

Quote:

*"Museums in Ontario have been hard hit by closures due to COVID-19, leaving them unable to welcome visitors to their sites, run education programs, and fundraise to support their continuing operations. Support from their communities and from all levels of government is essential for Ontario's museums to recover and develop new ways of working. **May is Museum Month / Mai, Mois, des Musées** and International Museum Day are an opportunity to remind us that Ontario museums can help our province rebuild and emerge stronger from the global pandemic. This May, enjoy an online visit to an Ontario museum!"*

-Marie Lalonde, OMA Executive Director

About Ontario Museums:

- Ontario has more than 700 museums, galleries and heritage sites
- 35,000 volunteers contribute 2.3 million hours annually to Ontario museums
- 19.4 million in-person visits annually
- 93.5 million online visits annually
- Cultural tourism spending in Ontario is estimated at \$7.7 billion a year

About the OMA:

For over 45 years, the Ontario Museum Association (OMA) has promoted and supported museums and advanced the standards for museum professionals throughout the province. The OMA advocates for the important role of Ontario's museum sector to society, delivers professional development programs, facilitates excellence and best practices, and improves the communication and collaboration of its membership. The OMA fosters connections between a network of over 1000 members, representing 700 art museums, galleries, and heritage sites across the province.

For all questions about the Ontario Museum Association and the museum community, please contact:

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