

## Further Suggestions: Share a Fast Fact

### OMA's 50<sup>th</sup> Anniversary celebratory video message campaign

Share one or more fact(s) about Ontario museums:

- 1. Museums build strong communities, making them vibrant and vital places to live, work, visit & invest!**
  - Ontario has more than 700 museums, galleries, and heritage sites
  - Ontario's museums welcome more than 19.4 million visits per year
  - Thanks to digitization efforts, museums see more than 93.5 million online visits yearly
  
- 2. Museums are a vital part of Ontario's education system**
  - Ontario's museums see more than 2 million visits by schoolchildren every year
  - 77% of Ontario museums offer programs linked to provincial curriculum
  - Museums bring in an estimated \$600 million annually in school visits
  
- 3. Museums are vital tourism assets in every community in Ontario**
  - Museums are key assets for developing Ontario's rural tourism
  - Museums welcome 7.5 million visits by tourists every year
  - Museum visitation in Ontario has grown 15% in five years
  
- 4. Museums help build communities**
  - Museums employ more than 11,000 people in Ontario
  - 35,000 museum volunteers contribute 2.3 million hours a year
  - Museums help attract a local skilled workforce