



The Virginia Museum of History & Culture Invites You To Be A Patron Shop with the Science Museum, The Valentine, and the VMHC on Museum Store Sunday

Richmond, VA – On Sunday, November 25, 2018, for the second year in a row, more than 700 Museum Stores representing all 50 states and the District of Columbia, ten countries, and three continents will offer inspired shopping at museums and cultural institutions. The museum stores at the Science Museum of Virginia, The Valentine, and the Virginia Museum of History & Culture (VMHC), are thrilled to participate in this initiative.

During this day, as part of their participation in Museum Store Sunday, The Valentine and the VMHC will offer special discounts. The Science Museum will offer extended hours. Each museum shop purchase supports the missions of these fine Richmond-based institutions.

“We are thrilled to be participating in this year’s Museum Store Sunday,” said Michael Plumb, Vice President for Guest Engagement. “We are so excited about the special shopping experience we’ll be bringing our visitors, and to showcase a broad assortment of highly curated, unique, mission-specific gifts.”

The VMHC will have a special “25% Off on the 25th” sale section in their museum shop on November 25. The section will be filled with a wide variety of items from past exhibits like retro toys from *Toys of the '50s, '60s, and '70s*, and prints from *Inside Looking Out: The Art of Queena Stovall*. The official catalog from the Downton Abbey exhibit will be included in the sale, plus books featured in past lectures, and holiday giftware. For one day only – the VMHC’s new book, *The Story of Virginia: Highlights from the Collections at the Virginia Museum of History & Culture* and their “Official Virginia History Ornament of 2018,” will also be 25% off. Co-authored by Jamie O. Bosket, VMHC President and CEO, and Dr. William M. S. Rasmussen, VMHC Senior Curator of Exhibitions and Lora M. Robins Curator of Art, the 200-page glossy hardcover book features letters, remarkable documents, fine paintings, furniture, silver, maps, prints, firearms, uniforms, photographs and more from the VMHC collections. (This discount is available in store only and may not be applied while shopping online.)

The Valentine museum shop will offer visitors “25% off any single item” and Valentine museum members will receive 25% off their entire purchase on November 25. Top selling items at The Valentine this year include Richmond handmade Naked Goat Soap bars, in particular the "Rise" bar which boasts a blend of Spearmint and Eucalyptus, and California hand-stitched pillows from Cat



Studio featuring Richmond and Virginia themes. Their “Classical Columns” enamel pins featuring Ionic columns are tiny architectural delights and reflect the fundamental elements of art history and archaeology found in Richmond’s backyard and in the Valentine’s current exhibition, *Monumental: Richmond’s Monuments (1607-2018)*.

The Science Museum of Virginia is participating in Museum Store Sunday by extending their Shop4Science business hours. On November 25, the shop will be open from 9:30 a.m. to 5 p.m. That same weekend, the Science Museum is hosting its annual Model Railroad Show and kicking off the centennial celebration of the first train leaving Broad Street Station in January 1919. Shop4Science will have several new commemorative centennial gifts and train-related items available during Museum Store Sunday. Science Museum members receive a discount on all shop purchases.

Irene Saroyan, President of the Museum Store Association Board of Directors and Director of Merchandise Operations at The New York Historical Society Museum and Library, said, “After the success of 2017, we are excited to have a number of great institutions be part of Museum Store Sunday. This initiative gives people a chance to support local businesses, give back to the community through local non-profit museums, support good causes, find unique holiday gifts, and enjoy an entertaining and educational experience at favorite museums, all at the same time.”

The mission of Museum Store Sunday is of global reach. In partnership with the United Kingdom’s Association for Cultural Enterprises and the Museum Shops Association of Australia and New Zealand, MSA’s Museum Store Sunday aims to be *the* global annual day to **Be a Patron** – shop conscientiously and support museum stores and their missions worldwide.

About the Science Museum of Virginia

The mission of the Science Museum of Virginia is to inspire Virginians to enrich their lives through science. Through hundreds of experiential exhibits, awe-inspiring artifacts and interactive technologies, the Museum presents dynamic science programming to hundreds of thousands of guests each year. The Richmond-based museum is home to three floors of interactive exhibits, the Dome theater – the largest movie screen in Virginia – and proudly hosts dynamic traveling exhibitions from around the world. Learn more at www.smv.org. For media inquiries, please contact Manager of Communications and Curiosity Jennifer Guild at 804.864.1401 or jguild@smv.org.

About the Valentine

For more than a century, the Valentine has been collecting, preserving and interpreting Richmond Stories and sharing the diverse history of this important region. The Valentine offers exhibitions, programs, guided tours of the 1812 Wickham House and walking tours with master tour guides of the city’s historic neighborhoods. The Valentine is located at 1015 East Clay Street, open Tuesday-



Sunday, 10 a.m.-5 p.m. Learn more about our exhibitions, tours, programs and more by visiting thevalentine.org. Connect with us on social media @TheValentineRVA

About the Virginia Museum of History & Culture (VMHC)

The Virginia Museum of History & Culture is owned and operated by the Virginia Historical Society – a private, non-profit organization established in 1831. The historical society is the oldest cultural organization in Virginia, and one of the oldest and most distinguished history organizations in the nation. For use in its state history museum and its renowned research library, the historical society cares for a collection of nearly nine million items representing the ever-evolving story of Virginia. The Virginia Museum of History & Culture is located at 428 North Boulevard in Richmond’s Museum District. Hours are Monday – Sunday 10:00 a.m. – 5:00 p.m. for the galleries and museum shop, Monday – Saturday 10:00 a.m. – 5:00 p.m. for the research library. For more information call (804) 340-1800, visit VirginiaHistory.org, or connect with the Virginia Museum of History & Culture on Facebook and Twitter.

About the Museum Store Association (MSA)

The Museum Store Association is a 501(c)3 international organization with the mission of advancing the non-profit retail industry, its museum stores, and the success of the professionals engaged in it. MSA offers educational information and programs throughout the year culminating in an annual conference and trade show highlighting the best in the industry. By advocating for and encouraging high standards of curated products, knowledge, and professionalism, MSA helps museum stores and their non-profit retail professionals better serve their institutions and the public. For more information visit www.museumstoreassociation.org and follow Museum Store Sunday on Instagram and Facebook for more details.

###

**For More Information on the Virginia Museum of History & Culture,
Please Contact:**

Lizzie Oglesby, loglesby@VirginiaHistory.org, 804.342.9665

**For More Information on Museum Store Sunday,
Please Contact:**

Hello PR Group

Marisa Jones Issa, marisa@helloprgroup.com, (323) 452 3310, Mobile (323) 989-2925
Erinn Cortez, ecortez@helloprgroup.com, (323) 452 3310, Mobile (323) 813 5211