**During BC Museums Week - Visit a Museum, Gallery, or Heritage Site in Your Community**

Did you know that May 14-20, 2023 is BC Museums Week and that May 18 is International Museums Day? This is a time to celebrate not only museums, but galleries, heritage sites, archives, science centres, heritage gardens, and the many cultural institutions that make our communities rich.

On average, only about 40% of Canadians visit a museum once a year, yet when asked about the importance of museums, 9 in 10 Canadians believe that museums are important and trusted educational spaces. This means that many people who value museums haven’t visited one recently. If you haven’t visited a local museum in a while, here are some reasons why BC Museums Week is a great opportunity to.

**#1 - They’re constantly changing**

If you haven’t visited a local museum in a while, there is a very good chance it’s completely different now. In addition to launching new exhibits and programs, many museums around the province are working on new infrastructure projects to make their spaces more accessible, more sustainable, and more dynamic. Here are some of the exciting new things happening at our site [add 1-2 sentences about new exhibits, programs, and/or projects].

**#2 - You can learn something new**

Much like our understanding of science and technology evolves over time, our understanding of the past also changes over time. Museums around the province are constantly evolving how they tell stories about the past. At our site [add 1-2 sentences about your exhibits].

And this is why so many Canadians trust museums as educational spaces - we are constantly working to ensure that our exhibits and programs reflect on the past and how this knowledge can inform the future.

**#3 - They do more than you might think**

Museums are more than a collection of objects - they offer social spaces for seniors, they grow food for their communities, they open their archives to researchers, they bring people together. If you are someone who associates going to a museum with tedious school field trips or awkward first dates, you might be surprised by some of the outside-of-the-box experiences being offered by community museums. Recently the Nanaimo Art Gallery built a skateboarding half pipe in their space. Prince George’s Exploration Place just opened a new cafe. At our site [add something you’d like to share here].

**Conclusion - Museums Matter**

Museums make a difference in the lives of British Columbians – there’s a reason that 9 out of 10 Canadians believe that museums matter. They are educational spaces for life-long learners from all walks of life. They stimulate the economy and attract tourism. They help us grapple with big, difficult questions. They preserve the past, so we can see ourselves in the present, and work towards building a better future.

[Conclude with a 2-3 sentence invitation to engage with your site]