

FOR IMMEDIATE RELEASE

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VMFA Shop to Host the Third Annual Museum Store Sunday
Celebrating Museums and Cultural Institutions Worldwide



Photo: David Stover © Virginia Museum of Fine Arts

In celebration with museum stores worldwide, the Virginia Museum of Fine Arts is pleased to announce the VMFA Shop will host the third annual Museum Store Sunday on Dec. 1. More than 1,200 museum stores across 15 countries will take part in inspiring museum visitors and members to shop inside museums and cultural institutions around the world.

“We are delighted to participate in Museum Store Sunday by offering a unique shopping experience for all,” said Alex Nyerges, VMFA Director and CEO. “This special day gives visitors and members the opportunity to participate in exclusive offerings by the Virginia Museum of Fine Arts Shop and museum stores everywhere.”

Museum stores have designated the Sunday between Black Friday and Cyber Monday as Museum Store Sunday to remind visitors about the support they provide to the institution. The VMFA Shop, which offers an array of prints, cards, and catalogues, as well as art-inspired jewelry, toys, tableware, and other gifts, will offer museum members 20 percent off and non-members 10 percent off, along with giveaways during the day. Please note, some exclusions for discounts will apply.

The VMFA Shop invites visitors and members to “Be a Patron” by supporting museum stores and their missions. Although Museum Store Sunday happens only once a year, everyone is encouraged to visit their local museums and museum stores year round.

About the Virginia Museum of Fine Arts

The Virginia Museum of Fine Arts in Richmond, Virginia, is one of the largest comprehensive art museums in the United States. VMFA, which opened in 1936, is a state agency and privately endowed educational



institution. Its purpose is to collect, preserve, exhibit and interpret art, and to encourage the study of the arts. Through the Office of Statewide Partnerships program, the museum offers curated exhibitions, arts-related audiovisual programs, symposia, lectures, conferences and workshops by visual and performing artists. In addition to presenting a wide array of special exhibitions, the museum provides visitors with the opportunity to experience a global collection of art that spans more than 6,000 years. VMFA's permanent holdings encompass nearly 40,000 artworks, including the largest public collection of Fabergé outside of Russia, the finest collection of Art Nouveau outside of Paris, and one of the nation's finest collections of American art. VMFA is also home to important collections of Chinese art, English silver, and French Impressionist, Post-Impressionist, British sporting and modern and contemporary art, as well as renowned South Asian, Himalayan and African art. In May 2010, VMFA opened its doors to the public after a transformative expansion, the largest in its history.

The Virginia Museum of Fine Arts is the only art museum in the United States open 365 days a year with free general admission. For additional information, telephone 804-340-1400 or visit www.VMFA.museum.

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