



**For Immediate Release**

May 20, 2010

## **LOCAL MUSEUM WINS NATIONAL AWARD FOR INNOVATION**

**Vancouver, BC** - Museum of Vancouver (MOV), one of Canada's largest civic museums has been recognized with an award for outstanding achievement in management.

Each year, the Canadian Museums Association (CMA) presents awards to celebrate and encourage excellence within the Canadian museum sector. This year, MOV was recognized for its work over the last three years in creating a new vision, brand and focus for exhibitions and programming. The award recipients were honoured at an awards dinner at the CMA's 63<sup>rd</sup> annual national conference in St. John's Newfoundland on May 13<sup>th</sup>, 2010. Other recipients include the Glenbow Museum in Calgary and Montreal's McCord Museum.

MOV launched its plan for a new vision in early 2008 and in 2009, launched its dramatic new look and activities designed to draw a larger, more engaged and diverse audience to the 115 year-old institution.

MOV has seen its admissions rise by 35% in the last year, along with increases in membership, sponsorship and general media coverage as a result of this dramatic shift.

For more information about MOV's rebranding, and the many supporters and allies who assisted along the way, please visit our website and blog the week of May 25<sup>th</sup> for a multi-part series on "envisioning a new museum."

-30-

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