



THE AIR FORCE MUSEUM FOUNDATION. INC.

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Air Force Museum Store to Celebrate Museum Store Sunday on November 26

International event will offer visitors and consumers inspired experiences
and shopping opportunities provided by stores at museums
and other cultural non-profit attractions.

Dayton, Ohio-November 10, 2017 – In conjunction with the Museum Store Association (MSA), the Air Force Museum Store is participating in an exciting international annual event and shopping campaign for consumers, ***Museum Store Sunday***. Taking place on Sunday, November 26, *Museum Store Sunday* will offer visitors and consumers inspired experiences and shopping opportunities provided by stores at museums and other cultural non-profit attractions.

Visitors to the Air Force Museum Store on *Museum Store Sunday* will be able to enter to win one of seven \$50 Air Force Museum Store Gift Cards to be given away each hour between 10:00 AM and 4:00 PM. Plus, there will be numerous one-day-only specials in the store located inside the National Museum of the U.S. Air Force[™].

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.

"Holiday shoppers will not only be able to find quality gifts filled with inspirational, historical and educational value but, through their purchases, they help us fulfill our vision of honoring every Airman's story with a permanent home to inspire future generations," stated Melinda Lawrence, Chief of Museum Store Operations at the Air Force Museum Foundation. The Air Force Museum Foundation operates the Air Force Museum Store.

Lawrence continued, "The Air Force Museum Store is so much more than a leading specialty retailer for aviation and military-themed merchandise. It is a meaningful connection to the National Museum of the U.S. Air Force – the world's largest military aviation museum."

Throughout the year, customers can also visit store.airforcemuseum.com.

About the Air Force Museum Store

The Air Force Museum Store, operated by the Air Force Museum Foundation, is so much more than a leading specialty retailer for aviation and military themed merchandise. It is a meaningful connection to the National Museum of the U.S. Air Force -- the world's oldest and largest military aviation museum. For more information, visit store.airforcemuseum.com.

About the Air Force Museum Foundation

The Air Force Museum Store is operated by the Air Force Museum Foundation, Inc., a Section 501(c)(3) private, non-profit organization that raises funds and awareness in support of the National Museum of the U.S. Air Force. For more information on the Air Force Museum Foundation, visit <http://www.afmuseum.com/>. The Air Force Museum Foundation is not part of the Department of Defense or any of its components and it has no governmental status.

About the National Museum of the U.S. Air Force

The National Museum of the U.S. Air Force, located at Wright-Patterson Air Force Base near Dayton, Ohio, is the world's largest military aviation museum. With free admission and parking, the museum features more than 360 aerospace vehicles and missiles and thousands of artifacts amid more than 19 acres of indoor exhibit space. Each year about one million visitors from around the world come to the museum. For more information, visit www.nationalmuseum.af.mil.

About the Museum Store Association

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. www.museumstoreassociation.org

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