



**AAM PRESS TO DEBUT TWO NEW BOOK TITLES AT 2009
ANNUAL MEETING AND MUSEUMEXPO IN PHILADELPHIA,
APRIL 30 – MAY 4
Authors to Sign Works at AAM Bookstore in Philly**

WASHINGTON, D.C. (April 16, 2009) — The American Association of Museums' (AAM) publishing arm, The AAM Press, will debut two new titles during the AAM Annual Meeting and MuseumExpo™ in Philadelphia, April 30 – May 4. The books add to The AAM Press's long-standing record of providing valuable, enlightening and substantive publications for the museum field and students thereof. Moreover, The AAM Press will make the wisdom and experience of the authors available to meeting participants at separate signings, held at the AAM Bookstore during the conference.

The books to be debuted in Philadelphia focus on the latest facets of two enduring pillars of museums: education and the visitor experience. *Unbound By Place or Time: Museums and Online Learning* by William B. Crow and Herminia Din examines how online learning environments provide a powerful set of new tools for museum educators to vastly expand the museum's audience and create new ways of interacting with visitors, online and on site. Providing practical advice and case studies while advocating a learner-centric, participatory model of education, the book challenges museums to re-examine their roles as 21st-century educational institutions.

Between them, Crow and Din have decades of experience in museum education. The institutions with which they have worked include the Metropolitan Museum of Art in New York.

Previews of the book by experts have already drawn acclaim. “This book is a *tour de force*, a must-read for anyone working with museums and interested in maximizing their public value,” said Mary Ellen Munley, award-winning museum educator and principal, MEM Associates.

The second new title from AAM Press tackles the issues surrounding the cultivation of lifelong museum visitors — and lifelong learners. *Life Stages of the Museum Visitor: Building Engagement Over a Lifetime* by Susie Wilkening and James Chung of Reach Advisors offers a rich array of new data (mined from surveys of more than 30,000 core museum visitors) about how and why museum visitors behave as they do at different stages of their lives, and how museums can respond to the changing needs and perceptions of their audiences. With smart and engaging analysis, Wilkening and Chung point toward the goal of creating museum advocates for life. Wilkening and Chung have worked on behalf of a wide range of museums, ranging from many of America’s largest to local historical societies.

“This is a book that engages and inspires, while remaining pragmatic and actionable—a rare combination,” writes Ellen M. Rosenthal, President and CEO of Conner Prairie, in the book’s Foreword. “I entreat my colleagues to visit and revisit the insights in these pages ... It is imperative that we leverage insights

about the emerging cultural landscape to inform how we engage audiences. Our missions and continued vitality depend on it.”

Attendees at the AAM Annual Meeting in Philadelphia will also have the opportunity to meet the authors and engage with them directly on their work. Crow and Din will be signing copies of *Unbound by Place or Time* on Friday, May 1 from 3:30-4:30 at the AAM Bookstore inside the Pennsylvania Convention Center. Wilkening and Chung will appear at the AAM Bookstore on Saturday, May 2 to sign *Life Stages of the Museum Visitor* between 1 - 2 pm.

“These new titles are the latest in AAM’s continuing efforts to strengthen and enhance the museum field, helping professionals everywhere make museums more engaging, more accessible and more rewarding for visitors,” said Ford W. Bell, AAM president.

The AAM bookstore offers a wide range of products for museum professionals of every discipline and at all stages of their careers, as well as students and all those interested in museums. The more than 450 products in a variety of media offered by the AAM Bookstore can be found at the AAM Web site at www.aam-us.org. For more information, please email bookstore@aam-us.org or call toll free 1-877-226-3034.

About AAM

The American Association of Museums has been bringing museums together since 1906, helping to develop standards and best practices, gathering and sharing knowledge, and providing advocacy on issues of concern to the entire museum community. With more than 15,000 individual, 3,000 institutional and 300 corporate members, AAM is dedicated to ensuring that museums remain a vital part of the American landscape, connecting people with the greatest

achievements of the human experience, past, present and future. For more information, visit www.aam-us.org.

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