



**FOR IMMEDIATE RELEASE**

## **Navy SEAL Museum to Participate in Museum Store Sunday**

**Fort Pierce, Fla. – November 22, 2019** – The Navy SEAL Museum will participate in the third annual *Museum Store Sunday* on December 1, 2019. The Navy SEAL Museum Store will join this signature initiative with other museum stores worldwide by offering a 10% discount on all its merchandise. As an added bonus, Museum members will receive an additional 5% discount (15% total) on all merchandise in store December 1.

For the third consecutive year, more than 1,200 museum stores representing all 50 states and the District of Columbia, 15 countries, and four continents will offer inspiring shopping inside museums and cultural institutions during *Museum Store Sunday*. All purchases at the Navy SEAL Museum's Store will support the Museum's Trident House Charities Program.

"We are excited to participate in an initiative that highlights the importance of museums and the merchandise that enriches and educates guests," said Rick Kaiser, Executive Director of the Navy SEAL Museum. "This incentive benefits our guests, but also gives back to our Naval Special Warfare community from its proceeds."

Sponsored by The Museum Gift Shop Association, *Museum Store Sunday* has quickly become *the* global annual day to **Be a Patron** – and shop conscientiously and support museum stores and their missions worldwide. While there is only one *Museum Store Sunday* each year, everyone is encouraged to **Be a Patron** of museums and museum stores all year round.

"Consumers around the world can shop and give gifts with purpose from their local museum stores on *Museum Store Sunday*," said Susan Tudor, President of the MSA Board of Directors and Manager of Visitor Services and Store Buyer for the Cummer Museum of Art and Gardens. "Proceeds from these purchases help sustain the museums' service to the public at the same time. *Museum Store Sunday* highlights the opportunity for the public to support their local businesses, give back to their community through patronage of their local non-profit museums, find unique holiday gifts, and enjoy an entertaining and educational shopping experience at their favorite museums with family and friends, all at the same time."

*Museum Store Sunday* discounts are applicable in store only and not online. For more information on events and promotions during *Museum Store Sunday* at the Navy SEAL Museum, please visit [www.navysealmuseum.org](http://www.navysealmuseum.org).

For up-to-date information on *Museum Store Sunday* and a list of global museum store participants, visit [www.museumstoresunday.org](http://www.museumstoresunday.org).

### **About the Museum Store Association (MSA)**

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. For more information visit [www.museumstoreassociation.org](http://www.museumstoreassociation.org).

### **About the Navy SEAL Museum**

The National Navy UDT-SEAL Museum is the only museum dedicated solely to preserving the history of the U.S. Navy SEALs and their predecessors. Located in Fort Pierce, Florida, the Museum resides on the training grounds of the original Navy combat divers, the Frogmen. Built to honor the men who served with fortitude and ingenuity, the Navy UDT-SEAL Museum first opened its doors on Veterans Day in 1985. From humble beginnings, the facility has experienced tremendous growth, achieving national stature in 2007. The main objective of the Museum remains the promotion of public education by providing the opportunity to explore the history of the Navy SEALs through interactive exhibits, while honoring the fallen at the SEAL Memorial and caring for those warriors' families through Trident House Charities.

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The Navy SEAL Museum  
For further information, contact:  
Elaine Ryan  
Phone: (772) 595-5845  
Mail to: [Elaine@navysealmuseum.org](mailto:Elaine@navysealmuseum.org)  
[www.navysealmuseum.org](http://www.navysealmuseum.org)  
Rolf Snyder  
Phone: (913) 244-4782  
Mail to: [Rolf@navysealmuseum.org](mailto:Rolf@navysealmuseum.org)