



# *Museums & Gardens*



## *Fifth Anniversary Toolkit*

Working in cooperation with the White House Domestic Policy Council and the Office of First Lady Michelle Obama, *Let's Move! Museums & Gardens* is led by the Institute of Museum and Library Services in partnership with the American Alliance of Museums, the Association of Children's Museums, the American Public Garden Association, the American Association of State and Local History, the Association of African American Museums, the Association of Art Museum Directors, the Association of Nature Center Administrators, the Association of Science-Technology Centers, and the Association of Zoos and Aquariums.

## Cover Photos

**Left:** First Lady Michelle Obama helps prepare food from the White House Kitchen Garden during an event in the State Dining Room of the White House, June 12, 2014. The local students with her helped plant the garden in the spring. At right is Dora Rivas, Executive Director, Food and Child Nutrition Services Department, Dallas Independent School District. (Official White House Photo by Amanda Lucidon)

**Right:** Cornell Plantations in Ithaca, NY, hosts a *Let's Move!* Family Hike along the Beebe Lake trail. Courtesy Cornell University Photography.

# *Contents*

Letter to Participants .....	2
Project Ideas for Your Fifth Anniversary Celebration.....	3
Sample Social Media Messages.....	5
Sample Press Release .....	6

## *Dear Participant,*

The year 2015 marks the fifth anniversary of Michelle Obama's *Let's Move!* Initiative, and The White House is planning a big celebration that will last throughout the winter. IMLS encourages you to participate in the birthday celebration and we'd like to highlight the great work your museum is doing.

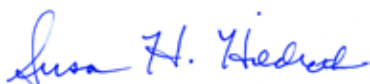
Because your museum already takes part in this initiative, you might already be planning *Let's Move!* activities this winter. If so, please add the birthday celebration messaging to your programs. If you don't have a *Let's Move!* activity scheduled for this winter, please use this celebration as an opportunity to re-energize your involvement with the initiative.

To help with the anniversary planning, we've developed the *Let's Move! Museums & Gardens* Fifth Anniversary Toolkit. This toolkit includes programming examples; graphic elements to brand your event; a template press release; and sample social media messages to help you spread the word.

We want to hear more about what you're doing! Please fill out our [calendar of events template](#) and return it to us by December 12, 2014. We will share these events with the *Let's Move!* office at the White House so they know the important work you're doing to support this national initiative. Please send us pictures, videos, testimonials, and other fun examples of your *Let's Move!* activities. We will highlight your story on the IMLS blog, social media channels, and the *Let's Move! Museums & Gardens* newsletter. We also share your stories with The White House.

We appreciate all you do to contribute to the health and well-being of your community. Thank you for participating in the *Let's Move!* Fifth anniversary celebration.

Sincerely,



Susan H. Hildreth  
Director, IMLS

# *Project Ideas for Your Fifth Anniversary Celebration*

Thank you for celebrating the *Let's Move!* Fifth Anniversary. Here are some ideas to help you participate in the celebration this winter:

- Create a special exhibit or space where families can be physically active, and design a dance or activity to celebrate the *Let's Move!* celebration
- Hold a scavenger hunt to celebrate the *Let's Move!* birthday
- Develop a program or exhibit that helps families learn the difference between healthy and unhealthy food choices and the impact those choices can make
- Have families or children make a special *Let's Move!* Fifth anniversary dish using healthy food choices
- Design a *Let's Move!* pin or sticker for your museum using the [Let's Move! logo](#)
- Create a *Let's Move!* anniversary snack for your food service
- Have a day of volunteer service where volunteers help the community while getting physical activity.
- Host a program focusing on health-related concerns in your community
- Develop signage for the food service area with nutrition information or tips on how much food is needed to get energy for specific activities. Use the *Let's Move!* anniversary to unveil the new messaging
- Create a “show your moves” video in your museum or garden.
- Create a video with kids to demonstrate how to healthy recipes.
- Create a *Let's Move!* anniversary cookbook of healthy recipes for your community
- Borrow [project ideas](#) from other *Let's Move!* museums and gardens
- Partner with other museums and gardens for a *Let's Move!* challenge in your community

Once you plan your *Let's Move! Museums & Gardens* anniversary celebration activities,

share them with IMLS and your community:

- Submit your calendar of events to IMLS for us to share with The White House
- Use the sample press release template
- Use the sample social media templates to promote your activities
- Use [Let's Move! Museum & Gardens logos](#) on your materials
- Take photos and videos of your activities to post on your social media channels and share with IMLS for us to share on our social media channels and with The White House

# Sample Social Media Messages

## Twitter

Happy Birthday @LetsMove! [MUSEUM] is celebrating with [NAME OF PROGRAM] [LINK TO WEBSITE/PRESS RELEASE] @US\_IMLS

We want you to show us how you move at [MUSEUM]! Send us your pics with #LetsMove @US\_IMLS

[MUSEUM] knows how to move in our [EXHIBIT] #LetsMove [link to picture of visitors/staff in your museum]

Yum! [MUSEUM] is celebrating @LetsMove's birthday with fresh fruits and veggies. #LetsMove [LINK TO PICTURE OF YOUR GARDEN PRODUCE/HEALTHY FOODS IN CAFÉ] @US\_IMLS

## Facebook

Happy Birthday @Let's Move! This year marks the fifth anniversary of the First Lady's initiative to raise a healthier generation of kids. @[MUSEUM] is celebrating with [DESCRIPTION OF PROGRAM/EXHIBIT] [LINK TO PRESS RELEASE/WEBSITE]

Visitors at [MUSEUM] love to move! Here they are in our [EXHIBIT/MUSEUM/GARDEN] showing us how they [DESCRIPTION OF PHYSICAL ACTIVITY] to celebrate @Let's Move's fifth birthday. [LINK TO PHOTO]

Instead of birthday cake, we're celebrating @Let's Move's birthday with [NAME OF FRUIT/VEGGIE DISH] [DESCRIBE HEALTHY FOOD OFFERINGS FROM YOUR MUSEUM/GARDEN] [LINK TO RECIPE OR PHOTO]

Kids love to play at [MUSEUM] to celebrate @Let's Move's fifth birthday. What is your favorite way to be active? Show us how you move using the hashtag #LetsMove [LINK TO PHOTO]

# Sample Press Release

**FOR IMMEDIATE RELEASE**

DATE

MEDIA CONTACT: [Your Media Contact]

## **[Institution] Celebrates *Let's Move!* Anniversary with Healthy Programming**

**[Your City]**— This year marks the fifth anniversary of *Let's Move!*, and [INSTITUTION NAME] will be celebrating with programs and activities focusing on healthy living. Launched by First Lady Michelle Obama in 2010, *Let's Move!* is a national initiative to get kids moving and eating healthy food. It aims to support healthy children and families.

[Expand upon your museum's programming and exhibits related to *Let's Move!*]

"Museums are trusted institutions in communities across the country," said IMLS Director Susan H. Hildreth. "*Let's Move! Museums & Gardens* can have a great impact on supporting healthier lifestyles for children and families. From yoga in the art museum to creating healthy recipes from locally grown produce, many museums and gardens are already doing this great work that aligns with the goals of *Let's Move!*"

[Quote from head of the institution]

Museum visitors are encouraged to show how they move in the museum by using the hashtag #LetsMove and tagging IMLS's [Facebook](#) and [Twitter](#) accounts in their social media posts. Programs will be featured on IMLS's social media accounts.

### **[Your Boiler Plate]**

#### **About *Let's Move! Museums & Gardens***

[\*Let's Move!\*](#) is a national initiative to get kids moving and eating healthy food. It aims to support healthy children and families.

Through [\*Let's Move! Museums & Gardens\*](#), museums, zoos, botanical gardens, and science and nature centers can join the call to action. With their impressive reach and great potential for impact, museums and gardens can launch community efforts to create a healthier generation using interactive exhibits, outdoor spaces, and programs that encourage families to eat healthy foods and increase physical activity.

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