



## PRESS RELEASE

### Launch of International Museum Day 2015 Museums for a sustainable society

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The worldwide community of museums will celebrate **International Museum Day** on and around **18 May, 2015**.

This year's theme for the event will be **Museums for a sustainable society**. It highlights the role of museums in raising public awareness about the need for a society that is less wasteful, more cooperative and that uses resources in a way that respects living systems.

ICOM President, Prof. Dr Hans-Martin Hinz, adds: "Museums, as educators and cultural mediators, are adopting an increasingly vital role in contributing to the definition and implementation of sustainable development and practices. Museums must be able to guarantee their role in safeguarding cultural heritage, given the increasing precariousness of ecosystems, situations of political instability, and the associated natural and man-made challenges that may arise. Museum work, through education and exhibitions for example, should strive to create a sustainable society. We must do everything we can to ensure that museums are part of the cultural driving force for the sustainable development of the world."

The **International Council of Museums (ICOM)** established **International Museum Day** in 1977 to increase public awareness of the role of museums in the development of society, and it has been steadily gaining momentum ever since. In 2014, International Museum Day garnered record-breaking participation with more than 35,000 museums hosting events in some 145 countries.

Visit the International Museum Day official website:  
<http://imd.icom.museum>

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