**Health/ Wellbeing Activities Press Release Template**

**Purple text = insert own text**

**Improve Your Health by ADD PROJECT NAME/ MUSEUM NAME**

Research shows that a visit to your local museum can improve your health and wellbeing. ADD MUSEUM NAME is supporting the wellbeing of their local community through ADD ACTIVITY INFO

Taking part in this activity can benefit participants by ADD HEALTH/WELLBEING BENEFITS (such as: A positive impact on mental wellbeing, Reduced stress and anxiety, A lower rate of developing depression, Reduced isolation and an increased sense of identity, Improved outcomes for people with dementia).

* Add quote about the impact the activity will have. For example: XXXX, said: “We’re delighted to launch our new wellbeing activities at the Heritage Centre. These free events are perfect for those looking to take part in some gentle activity, meet new people, and have some fun. We welcome everyone in the town to come and join us.”
* If you would like a supportive quote from MGS for your press release please contact Rosie King, Marketing and PR Officer, RosieK@museumsgalleriesscotland.org.uk
* Include a high quality image over 1mb which supports the press release. Ideally include people in the image.

NOTES TO EDITORS:

* ADD MUSEUM INFO
* ADD ACTIVITY INFO SUCH AS WEBSITE ADDRESS, TIMES, COST
* Museums Galleries Scotland (MGS) is the National Development Body for Scotland’s museums sector. In 2021 they published the [Literature Review: evidence of impact of museums in the fields of health and wellbeing](https://mgsprod.wpengine.com/wp-content/uploads/2023/01/a172-literature-review-evidence-of-impact-of-museums-in-the-fields-of-health-and-wellbeing-final-report-200121.pdf), which found that engagement with museums can lead to a range of benefits for health and wellbeing.