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Bruce Museum Receives Highest National Recognition *Awarded Accreditation from the American Association of Museums*

Bruce Museum
1 Museum Drive, Greenwich, CT

The Bruce Museum in Greenwich, Connecticut, has again achieved accreditation from the American Association of Museums (AAM), the highest national recognition for a museum. Accreditation signifies excellence to the museum community, to governments, funders, outside agencies, and to the museum-going public. Of the nation's nearly 17,500 museums about 775 are currently accredited. The Bruce Museum is one of only nineteen museums accredited in Connecticut. It was first accredited in 1998, and every ten years all accredited museums are thoroughly reviewed again.

AAM accreditation brings national recognition to a museum for its commitment to excellence, accountability, high professional standards, and continued institutional improvement. Developed and sustained by museum professionals for 35 years, AAM's museum accreditation program is the field's primary vehicle for quality assurance, self-regulation, and public accountability. It strengthens the museum profession by promoting practices that enable leaders to make informed decisions, allocate resources wisely, and remain financially and ethically accountable in order to provide the best possible service to the public.

Accreditation is a very rigorous but highly rewarding process that examines all aspects of a museum's operations. To earn accreditation a museum first must conduct a year of self-study, then undergo a site visit by a team of peer reviewers. AAM's Accreditation Commission, an independent and autonomous body of museum professionals, consider the self-study and visiting committee report to determine whether a museum should receive accreditation. While the time to complete the process varies by museum, it generally takes as much as three years.

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“This award recognizes the talents and dedication of the staff, board, and volunteers, and signifies that the Bruce maintains the highest professional standards in the museum field,” said Peter C. Sutton, Bruce Museum Executive Director. “It demonstrates our ongoing commitment to our mission and the community.”

The Bruce Museum attracts more than approximately 100,000 visitors annually. Through its mission to promote the understanding of art and science to enrich the lives of all people, the Museum presents more than a dozen changing exhibitions, highlighting world-class art and family-friendly science shows. Most of these exhibitions are conceived and organized by the Bruce staff. Permanent galleries feature a world-class minerals display, Native American artifacts, a marine touch tank and natural science exhibits. An education workshop provides hands-on learning experiences.

The Bruce Museum is located in a park-like setting at 1 Museum Drive in Greenwich, Connecticut, just off I-95, Exit 3, and a short walk from Metro-North’s Greenwich rail station. Museum hours are Tuesday through Saturday, 10 a.m. to 5 p.m., Sunday 1 p.m. to 5 p.m., and closed Mondays and major holidays. Admission is \$7 for adults, \$6 for seniors and students, and free for children under five and members. Free admission to all on Tuesdays. Groups of eight or more require advance reservations. Museum exhibition tours are held Fridays at 12:30 p.m. Free, on-site parking is available. The Bruce Museum is accessible to individuals with disabilities. For information, call the Bruce Museum at (203) 869-0376, or visit the Bruce Museum website at www.brucemuseum.org

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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