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MUSEUM OF NATURAL HISTORY RE-OPENING IN NEW YORK CITY

NEW YORK – Sept. 3, 2020 – The Museum of Natural History is excited to announce that it will reopen for the public Sept. 9 after closing in March during the COVID-19 lockdown.

The Museum of Natural History will follow strict procedures and guidelines laid out by the CDC and local health officials to ensure the safety of its visitors. The precautions are set in place to prevent another outbreak of the COVID-19 virus after New York City was considered the world epicenter for most cases.

“We believe that the work of this Museum, which is fundamentally grounded in science, has never been more important. Institutions such as ours have a critical role to play in restoring our sense of progress and community by bringing us together virtually and physically to learn about the environment and the natural world around us, about one another, and our diverse cultures and backgrounds, through experiences that are transporting, enriching, and, especially important at this time, joyful,” said Ellen V. Futter, president of the American Museum of Natural History.

The museum is open to its members but will be open to the public for five days a week instead of seven: Wednesday through Sunday, from 10 a.m. to 5:30 p.m. The museum will require timed-entry tickets that can be reserved [online](#) to limit attendance at any one time. Information on the new safety procedures can be found on the museum website.

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Strategy Sheet:

American Museum of Natural History Strategy Sheet

Audience:

- Paying members receive free admission after paying their membership fee
- Museum visitors from New York and surrounding tri-state area
- Tourists who plan to visit the museum
- New Yorkers with free membership to the museum

Intended Goal/Objective:

- Announce reopening to members who missed the initial announcement
- Announce reopening to potential visitors
- Assure all visitors that the museum will be following new health and safety procedures given by the CDC
- Encourage the audience to purchase tickets and plan a visit to the museum once it reopens

Platform:

- Museum website
- Local news publications