

media release

the
canmore
museum
reimagined

canmore museum announces a new direction for its future.

Canmore, AB | **On April 15 at 11:00 am, the Canmore Museum will host a virtual event to announce the exciting new direction it is taking to connect more authentically with the local community.**

Following several months of research into museum trends and best practices, discussions with stakeholders and consultation with the local community, the Canmore Museum is set to launch the Canmore Museum Re-Imagined Strategy. In this announcement, Canmore residents will learn the new approach the museum will be taking along with announcements of several new programs by the museum and its partners.

“The 2021 to 2024 Canmore Museum Re-Imagined Strategy has re-built our community museum from inside out and establishes a new foundation on which future growth of the museum can occur”, states Andrew Nickerson, Chair of the Museum’s Board of Directors.

This ambitious new strategy centers on the museum adopting a new model called **The Social Museum**. In adopting this model, the Canmore Museum becomes a place that residents and visitors can create, share, and connect with each other around local arts, culture, history and landscapes. Such a museum turns ‘me’ into ‘we’ where individuals are not just consumers of content but engage with each other socially.

“The role of museums in the service of society continues to evolve. In addition to its traditional role as the collector and preserver of a community’s tangible and intangible cultural heritage, museums have become important cultural, educational and civic centers of their communities with growing power to empower and effect community change.” – Ron Ulrich, Executive Officer

Registration is required; visit canmoremuseum.com/events for details.

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