

# MUSEUM OF RUSSIAN ICONS

203 Union Street . Clinton . Massachusetts 01510

978.598.5000

[www.museumofrussianicons.org](http://www.museumofrussianicons.org)

## FOR IMMEDIATE RELEASE:

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### **Museum of Russian Icons Initiates Its Own “Stimulus Package” to Boost Membership and Clinton Economy**

Talk of the tough economy sparked a clever, value-added solution from the Museum of Russian Icons staff. Museum members now receive a 10% discount at fourteen Clinton, MA businesses thanks to a new initiative devised and implemented by Museum Assistant Curator for Programs, Marketing and Administration, Stephen Bacheleder and Laura Galeski, Co-director of the Community Partnership Program. The program is a win/win for the museum AND local businesses.

Clinton businesses participating in the Program are mostly cafes and restaurants, though some service establishments are included. Members simply present their membership card at point of sale to acquire the discount.

The Museum plans to increase their membership base and additionally, visitation with this “value added” discount benefit. June 2009 visitation increased by 133% compared to June, 2008 totals. Bacheleder noted, “Our partners are located in close proximity to the Museum, so it’s a wonderful opportunity to enhance your visit.” The program also increases traffic to the participating venues.

The Museum of Russian Icons was founded by Nypro, Inc. Chairman of the Board and collector Gordon B. Lankton and includes more than 350 Russian icons representing the largest collection in North America and one of the largest outside Russia. The Collection spans six centuries, including important historical icons dating from the earliest periods of icon painting to the present.

The Museum plans to expand the Community Partnership Program going forward. For a list of currently participating venues, or to inquire about membership to the Museum of Russian Icons, **visit [www.museumofrussianicons.org](http://www.museumofrussianicons.org)**.



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