



FOR IMMEDIATE RELEASE

Alberta Museums Association Announces Robert R. Janes Award for Social Responsibility Recipient: Peace River Museum, Archives, and Mackenzie Centre

August 15, 2016

Edmonton, Alberta – The Alberta Museums Association (AMA) is pleased to present the Peace River Museum, Archives, and Mackenzie Centre with the Robert R. Janes Award for Social Responsibility in recognition of its work to integrate social responsibility into all aspects of museum practice.

Together with the AMA, the ambitious goal of the Robert R. Janes Award is to create vibrant and sustainable communities by investing in programs that affect real social and environmental change, and which have the potential to create public benefit on a larger scale. The award will be presented at the 2016 AMA Conference in Calgary as part of the Awards Ceremony on September 16, 2016.

The Peace River Museum, Archives, and Mackenzie Centre is a model for integrating social responsibility into all aspects of museum practice, as demonstrated by its long standing relationships with the community of Peace River and its work to engage with contemporary issues. Museum exhibitions focus on current topics relevant to the community that are often approached with hesitancy, including mental health and wellness and the lasting impacts of residential schools, in order to make the community's history meaningful and accessible. In addition, the Museum has nurtured relationships and practices that grow and positively impact their community, ranging from providing interpretation at local events to offering gallery space to a different local artist each month. By undertaking initiatives that challenge traditional narratives, the Museum has embraced the challenge of creating a museum that is both sustainable and relevant to their visitors and to their community.

The recipient of the Robert R. Janes Award for Social Responsibility receives a financial contribution to investigate drivers for success, scale up activities, and create a model for others to follow, thereby contributing to the long-term impact of museums in their communities. This contribution is made possible through the generous financial support of Dr. Janes and other individuals and institutions from Alberta's museum community.

The AMA Annual Conference *A Culture of Sharing: Inquiring Minds, Empowering Museums* will take place September 15 – 17, 2016 at the Carriage House Inn, Calgary. For more information, please visit museums.ab.ca. For information on attending the Awards Ceremony or for comments, please contact Meaghan Patterson.

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