



IMMEDIATE RELEASE
Contact: Carla Meadows
carla@northstarpr.net
214.676.5906

Frontiers of Flight Museum Selected to Participate in National Museum Assessment Program

DALLAS (Sept. 28, 2012) – **The Frontiers of Flight Museum** has been selected to participate in the **Museum Assessment Program (MAP)**. Through guided self-study and on-site consultation with a museum professional, participation in MAP will empower the Frontiers of Flight Museum to better serve the citizens of North Texas by facilitating its meeting and exceeding the highest professional standards of the museum field. The Frontiers of Flight Museum is located near Dallas Love Field at 6911 Lemmon Ave. Visit: www.flightmuseum.com.

The program is funded by the federal Institute of Museum and Library Services (IMLS) and throughout its 30 years has been administered by the American Association of Museums (AAM). As part of the IMLS National Leadership program, MAP advances best practices and fosters improvement in museums. MAP is a self-motivated program; application to and participation in MAP is initiated by each local institution, and those accepted invest considerable human and institutional resources into the assessment.

“The Frontiers of Flight Museum, a Smithsonian Institution Affiliate, is a gem in our North Texas community that attracts over 100,000 visitors annually including 30,000 students,” said **Cheryl Sutterfield-Jones, President and CEO, Frontiers of Flight Museum**. “The Museum is a learning laboratory using aviation and space flight to encourage and promote student excellence in science, technology, engineering and math.”

MAP is a confidential process of self-study, peer review and implementation. Museums use the assessment process to strengthen operations, build capacity, and enhance communication throughout the organization and in response to community needs. Participant museums choose one of three categories for its assessment: Collections Stewardship, Organizational, or Community Engagement. **The Frontiers of Flight Museum** will take part in the Organizational assessment process. Small and mid-sized museums of all types, including art, history, science and technology, children’s, natural history, historic houses, nature centers, botanical gardens, and zoos participate in the program.

“Choosing to be part of the MAP program is indicative of the commitment to civic involvement, public service and overall excellence on the part of **Frontiers of Flight Museum**,” said Ford W.

Bell, president of AAM. “Studies have shown America’s museums to be among the country’s most trusted and valued institutions. MAP is designed to make them even better.”

Since its creation in 1981, the MAP program has served over 4,300 museums. MAP is supported through a cooperative agreement with IMLS. For more information, including a complete list of museums participating in MAP, please visit www.aam-us.org/map, call 202/289-9118 or e-mail map@aam-us.org.

AAM is the only organization representing the nation’s entire museum community and has been dedicated to promoting excellence within the museum field for over 100 years. For more information about AAM, visit www.aam-us.org. The Institute of Museum and Library Services is the primary source of federal support for the nation’s 123,000 libraries and 17,500 museums. To learn more about the Institute, please visit: <http://www.imls.gov>.

More on the Frontiers of Flight Museum

The Frontiers of Flight Museum is conveniently located just north of downtown on Lemmon Avenue at the southeast side of Dallas Love Field Airport, north of Mockingbird Lane. Housed in a modern 100,000-square-foot facility, the Museum provides a focal point to explore the history and progress of aviation, as mankind continues to pursue going higher, faster and farther. Educational classes for all ages are offered throughout the year, designed to excite the imagination in science, technology, engineering, and math (STEM) through spacecraft design, aerodynamics, model-building, space survival, and other disciplines.

Hours of operation: Monday – Saturday: 10 a.m. to 5 p.m.; and Sunday: 1 p.m. to 5 p.m.
Admission: Adults \$8; Seniors (65+) \$6; Youths/Students (3-17) \$5 and children under 3 are free. For more information, visit www.flightmuseum.com.

###