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FOR IMMEDIATE RELEASE

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McKinley Presidential Library & Museum to Participate in #GivingTuesdayNow

Canton, Ohio... Due to COVID-19, the McKinley Presidential Library & Museum has been closed to the public since March 13, losing an average monthly income of \$16,000 in admissions. The entire spring field trip season, which brings in over \$20,000 each year, was also canceled. Several programs and events have been canceled or indefinitely postponed, causing additional hardship on the Museum's annual budget.

To try to make up some of its lost revenue, the McKinley Presidential Library & Museum will be participating in #GivingTuesdayNow, an international philanthropic campaign to support non-profits during this difficult time, on May 5.

The Museum's Board of Trustees has challenged the community to match their donation of \$6700 to the #GivingTuesdayNow campaign.

"This is a big goal for us," said Executive Director Kim Kenney, "but we know how much this community loves our Museum and takes pride in being the home of President William McKinley."

Kenney is optimistic about the role museums will play in the days to come. "As we look forward to our recovery, we know that museums are going to be an important part of the healing process in our communities," said Kenney. "Learning about history helps connect us to another time and place, when people endured hardships and not only survived, but thrived. As we try to make sense of what we have all been through, museums will be a place to connect with history and each other."

Supporters can make a donation on the Museum's website at www.McKinleyMuseum.org. A social media campaign on May 5 will feature what kids love about the Museum and are looking forward to seeing when the Museum is able to open its doors.

ABOUT THE MUSEUM

The McKinley Presidential Library & Museum is located at 800 McKinley Monument Dr NW in Canton. The Museum is currently closed, but content is being posted daily on the Museum's Facebook page.

ABOUT THE MCKINLEY NATIONAL MEMORIAL

The McKinley National Memorial, a landmark in the City of Canton, is the final resting place for the 25th President of the United States, William McKinley. Residents of Canton pass by the Monument and its 108 steps everyday. Traveling on Interstate 77, the Monument towers above the trees. But some may wonder: Why is such a magnificent building in Canton? The answer is quite simple. William McKinley was and is Canton's favorite son. While the President was born in Niles, Ohio, he called Canton home. After his death, it was fitting that the President be laid to rest in the city where his career began, the place where he found his true love and ran for the highest office in the land.

ABOUT #GivingTuesdayNow

#GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19.

This new day is organized by GivingTuesday, and is being held in addition to the annually scheduled GivingTuesday event that will still take place on December 1, 2020. In partnership with GivingTuesday's global network of leaders, partners, communities and generous individuals, this event is set to spark an increase in grassroots generosity, citizen engagement, business and philanthropy activation, and support for communities and nonprofits around the world.

#GivingTuesdayNow is an opportunity for people around the world to stand together in unity—to use their individual power of generosity to remain connected and heal.

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