

## May



### Seasonal Press Release – Protect Your Masterpiece

This press release uses National Museum and Galleries month in May as a hook to talk about conservation framing. It's not just classic masterpieces that need preserving as everyone will have priceless items and family heirlooms which could benefit from conservation framing.

Framers can support the release with window displays featuring copies of classic masterpieces such as the Mona Lisa or Water Lilies. Have examples of artwork which have been destroyed because conservation framing materials weren't used.

#### Supporting documents

- [Template press release](#)



### Ad Hoc Event – Sporting Glory

Utilise the end of football and rugby seasons by targeting local clubs with suggestions for end of season framed photos, player photos with medals etc.

Create displays in store to show the sort of pieces that can be created.

#### Supporting documents

- [Template letter to clubs](#)
- [Template press release](#)