

**Press Release**

[Insert date]

**[Your organisation name] joins The Wild Escape, the largest ever collaboration between UK museums**

* **Add headline details of your The Wild Escape project here**

Today, [your organisation name] has announced that it will be joining The Wild Escape, a major new project uniting hundreds of museums with schools with families to find nature in museums.

Led by national art charity Art Fund and with support from Arts Council England, hundreds of museums, galleries and historic houses are coming together for the largest ever collaboration between UK museums.

Taking place from January to July 2023, The Wild Escape invites children to find a favourite animal in their local museum and create an artwork imagining its journey to a natural habitat. The pictures and stories children create will be brought together in a collective work of art that imagines a better future for the wildlife on our doorstep, launched online and in museums on Earth Day 2023.

As part of The Wild Escape, [name of your org] is [add detail of your Wild Escape activity here including dates and times].

The Wild Escape is an opportunity to join the urgent conversation about climate crisis and biodiversity loss and look for nature positive solutions, in partnership with leading environmental charities the RSPB and WWF and cultural organisations National Trust and English Heritage.

The Wild Escape is inspired by Wild Isles, a landmark BBC series exploring the flora and fauna of the UK.

**Jenny Waldman, Director, Art Fund, said:**

“I'm thrilled that [insert your organisation] is joining hundreds of organisations from the Outer Hebrides to Folkestone to connect thousands of children with the natural world through the UK’s truly great museums. Thanks to the invaluable support of Arts Council England, the Wild Escape will empower families and children across the UK to visit and discover our wonderful museums, whilst taking positive action to picture a better future for our wildlife."

**[Spokesperson from your organisation], said:**

[Insert your own quote]

Notes to Editors

**About Art Fund**

Art Fund is the national fundraising charity for art. It provides millions of pounds every year to help museums to acquire and share works of art across the UK, further the professional development of their curators, and inspire more people to visit and enjoy their public programmes. Art Fund is independently funded, supported by Art Partners, donors, trusts and foundations and the 130,000 members who buy the National Art Pass, who enjoy free entry to over 240 museums, galleries and historic places, 50% off major exhibitions, and receive Art Quarterly magazine. Art Fund also supports museums through its annual prize, Art Fund Museum of the Year. The winner of Art Fund Museum of the Year 2022 is Horniman Museums & Gardens. [www.artfund.org](http://www.artfund.org/)