



## Announcement

# 2017 Excellence in Exhibition Label Writing Competition



Museums rely on exhibition labels to inform visitors with clear, concise, and captivating writing.

Difficult to achieve, but well worth the effort, good labels advance the quality of museum discourse. By highlighting best practices and showcasing innovative work, the Excellence in Exhibition Label Writing Competition aims to inspire all of us to compose better labels.

Consider submitting your work and encourage others to participate! This year's panel of jurors includes label experts

representing CurCom, EdCom, NAME, and last year's competition winners. Recognized labels will be on display in the Marketplace of Ideas at the AAM Annual Meeting and Museum Expo in St. Louis.

**The competition opens on Tuesday October 11 and closes Friday December 9, 2016.**

The competition guidelines and online submission form are available at: <http://aam-us.org/about-us/grants-awards-and-competitions/excellence-in-label-writing>

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**John Russick** Vice President for Interpretation and Education, Chicago History Museum

**Elizabeth Wessells** Master's Candidate in Museology at the University of Washington, Seattle

