

## Standard Descriptions

The following are descriptions of the Show Scotland event, which can be used in leaflets, press releases and on websites.

### **20-word description**

Show Scotland 06 (28 April - 1 May) is a new creative cultural events weekend celebrating Scotland's museums and galleries.

### **50-word description approx**

Show Scotland 06 (28 April - 1 May) is a new creative cultural events weekend celebrating Scotland's museums and galleries. This new initiative, led by the Scottish Museums Council, offers visitors from Scotland, the UK and overseas a fun and exciting programme of events to entertain, amuse and enjoy.

### **100-word description approx**

Show Scotland 06 (28 April - 1 May) is a new creative cultural events weekend celebrating Scotland's museums and galleries. This new initiative, led by the Scottish Museums Council, offers visitors from Scotland, the UK and overseas a fun and exciting programme of events to entertain, amuse and enjoy.

Show Scotland has evolved from Museums and Galleries Month and is inspired by similar cultural celebrations in Amsterdam, Germany and New York. Show Scotland will involve museums and galleries across Scotland – from the largest to the smallest. It is designed to become their biggest event of the year and a new fixture in Scotland's cultural events calendar.