



Museum Shop Sunday Campaign Encourages Consumers to Shop with Purpose this Christmas

Sunday 30 November is Museum Shop Sunday, when over 2,200 arts, heritage and cultural attractions worldwide will be coming together to showcase their fantastic shops and unique products with special events and promotions in store and online.

Spearheaded in the UK by the Association for Cultural Enterprises, Museum Shop Sunday aims to highlight the vital role of retail in helping arts, cultural and heritage venues to survive and thrive. The annual campaign has become an established date in the cultural calendar, creating a focal point and a platform for cultural organisations to increase awareness, boost sales and reach new audiences in the busy run-up to Christmas.

The campaign's tagline, **Shop with Purpose**, reminds consumers that when they choose to shop at a cultural venue, they are not just buying a gift – they are actively contributing to the future success of that organisation, as well as supporting small business, local suppliers and independent makers. From stylish homewares and quirky artisan gifts to beautiful books and sustainable, locally sourced treasures—there's something for everyone.

All types of arts, cultural and heritage organisations will be taking part in Museum Shop Sunday, from museums, galleries, cathedrals, theatres and libraries to historic houses, gardens, zoos, parks and ancient monuments. Retail plays a fundamental role in sustaining all types and sizes of cultural attractions for future generations to enjoy, and Museum Shop Sunday is an unmissable opportunity to get that message out to a wider audience.

Cultural Enterprises Communications Manager, Jo Whitworth said, "Museum Shop Sunday is a vital resource for the sector at a time when cultural organisations need to maximise income as much as possible, giving our members a platform to collectively showcase their shops and products and the stories behind them. It's a fantastic opportunity to show the world just how brilliant our cultural shops are and what wonderful unique and creative gifts you can find when you shop with purpose."

Shop with purpose – discover unique products you'll love and support your favourite cultural attractions on Museum Shop Sunday. To see what's on and who's taking part on Sunday 30 November, visit museumshopsunday.org.uk or follow [@MuseumShopSunday](https://www.instagram.com/MuseumShopSunday) on Instagram.



Pictured clockwise from top left: National Portrait Gallery; Royal Botanic Garden Edinburgh; Shakespeare North Playhouse; Southbank Centre; Yorkshire Sculpture Park.

- ends -

19 August 2025

For further information visit [Museum Shop Sunday](https://www.museumshop.org.uk) or contact Jo Whitworth, Communications Manager at joanne@culturalenterprises.org.uk

About the Association for Cultural Enterprises

The Association for Cultural Enterprises is the only charity and trade body for the cultural sector that brings together education, experience and best practice in cultural income generation. We are dedicated to providing tangible support to help arts, cultural and heritage organisations maximise their existing income streams and identify new ones.

Our aim is to champion the essential role commercial activities play in sustaining cultural organisations. We promote commercial best practice within the sector by providing education, training and networking opportunities and facilitating the sharing of knowledge and experience between our members.

Our members represent over 1,650 sites across the UK and beyond, and thousands of cultural professionals. We work with museums and galleries, national parks and zoos, historic houses and monuments, performing arts, libraries and places of worship. No organisation is too small or too

large; we are here for everyone and every stage of their career. Our valued Associate Members represent suppliers and consultants providing essential expertise and services to the sector.

The Association for Cultural Enterprises is proud to be an Arts Council England Investment Principles Support Organisation (IPSO).

Contact Us:

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