



The Colonial Williamsburg Foundation
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Colonial Williamsburg Foundation Awarded Reaccreditation by American Alliance of Museums

WILLIAMSBURG, Va. (July 11, 2017) – The Colonial Williamsburg Foundation announced today that it has been awarded reaccreditation by the American Alliance of Museums (AAM).

In a letter to Colonial Williamsburg President and CEO Mitchell Reiss, AAM Accreditation Commission Chair Burt Logan wrote, “the museum continues to meet National Standards and Best Practices for U.S. museums and remains a member of the community of institutions that have chosen to hold themselves publicly accountable to excellence. Through a rigorous process of self-assessment and review by its peers, the museum has shown itself to be a good steward of its resources held in the public trust and committed to a philosophy of continual institutional growth.”

During the last reaccreditation review, AAM was concerned about Colonial Williamsburg’s financial state, the large draws on the endowment, and its debt load.

“Our reaccreditation was no sure thing. The AAM had significant concerns about our finances and other elements of our operations,” Reiss said. “However, due to the professionalism of our team and the high-quality work we do here, we demonstrated to the Committee that we had taken steps to get our finances in order while maintaining our collections in a fashion they described as ‘exemplary.’”

Ronald L. Hurst, Colonial Williamsburg’s Carlisle H. Humelsine chief curator and vice president of collections, conservation and museums, said that “Accreditation is a serious issue for an institution like Colonial Williamsburg. Its loss would carry grave consequences for foundation and government grants, interinstitutional relationships, and donor relations. In short, this is a very big deal.”

Reiss added that “While the AAM will continue to monitor our financial situation, the steps we’ve taken with our finances, governance, and operations have placed us on strong footing for the future. As we continue to refocus on our core mission, I’m confident that any questions they have regarding Colonial Williamsburg’s accreditation will be a thing of the past. We’ve proven, once again, that Colonial Williamsburg is a cultural icon full of amazing, talented people, whose mission is more important than ever and whose future is very bright.”

Additional information is available online at colonialwilliamsburg.com by calling 855-296-6627 and by following Colonial Williamsburg on [Facebook](#) and @colonialwmsburg on [Twitter](#) and [Instagram](#).

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The Colonial Williamsburg Foundation preserves, restores and operates Virginia's 18th-century capital of Williamsburg. Innovative and interactive experiences, highlight the relevance of the American Revolution to contemporary life and the importance of an informed, active citizenry. The Colonial Williamsburg experience includes more than 400 restored or reconstructed original buildings, renowned museums of decorative arts and folk art, extensive educational outreach programs for students and teachers, lodging, culinary options from historic taverns to casual or elegant dining, the Golden Horseshoe Golf Club featuring 45 holes designed by Robert Trent Jones and his son Rees Jones, a full-service spa and fitness center, pools, retail stores and gardens. Philanthropic support and revenue from admissions, products and hospitality operations sustain Colonial Williamsburg's educational programs and preservation initiatives.

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