FOR IMMEDIATE RELEASE:
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National Museum of Women in the Arts Nominated For
Best Social Media Account in 24th Annual Webby Awards
Vote online by May 7 to help the museum win the internet’s top honor at vote.webbyawards.com

WASHINGTON—The National Museum of Women in the Arts (NWMA) has been nominated in the 24th Annual Webby Awards for Best Social Media account in the Art and Culture category. Hailed by The New York Times as the “Internet’s highest honor,” The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international awards organization honoring excellence on the Internet. IADAS, which nominates and selects The Webby Award winners, is comprised of internet industry experts, including Instagram co-founder Kevin Systrom, Mozilla chairwoman Mitchell Baker, 23andMe co-founder and CEO Anne Wojcicki, PBS CEO Paula Kerger, Headspace founder Andy Puddicombe, The dtx Company founder Tim Armstrong, News Not Noise founder Jessica Yellin, R/GA US chief creative officer Tiffany Rolfe, The Ringer founder Bill Simmons,

**NMWA is nominated for its overall presence on Instagram. With its account @WomenInTheArts, the museum addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today.** NMWA’s nearly 100,000 followers enjoy posts featuring the work of women artists, behind-the-scenes glimpses of exhibitions and programs, collaborations with other organizations promoting women artists and eye-opening statistics about gender equity issues in the arts. NMWA also leads the award-winning #5WomenArtists campaign that challenges cultural organizations and individuals with the prompt, “Can you name five women artists?” The initiative, centered around Women’s History Month, has evolved into a global yearlong awareness campaign about the gender disparity in the arts that has reached millions of people.

“Nominees like the National Museum of Women in the Arts are setting the standard for innovation and creativity on the Internet,” said The Webby Awards executive director Claire Graves. “It is an incredible achievement to be selected among the best from the 13,000 entries we received this year.”

"Social media is a powerful tool for us to fulfill our mission to champion women through the arts, and we are thrilled to receive this prestigious nomination," said NWMA director of digital engagement Mara Kurlandsky. “The Webby nomination is confirmation that our small team’s hard work is making a difference.”

**As a nominee for Best Social Media account in the Art and Culture category, NMWA is eligible to win a Webby People’s Voice Award, which is voted for online by fans around the globe. From now until May 7, NMWA followers and fans can cast their votes at vote.webbyawards.com** (https://vote.webbyawards.com/PublicVoting#/2020/social/general-social/art-culture).

Winners will be announced and honored in an internet celebration on May 19. Winners will have an opportunity to deliver one of The Webby Awards’ famous 5-Word Speeches. Past 5-Word Speeches include: Steve Wilhite’s “It’s Pronounced “Jif” not ‘Gif’; NASA’s “Houston We Have A Webby”; and Solange’s “I Got Five On It.”

**The Webby Awards**

Hailed as the “Internet’s highest honor” by *The New York Times*, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites, Video, Advertising, Media & PR, Apps, Mobile, and Voice, Social, Podcasts, and Games. Established in 1996, this year’s Webby Awards received nearly 13,000 entries from all 50 states and 70 countries worldwide. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include: WP Engine, Monday.com, Slack, YouGov, BASIC, KPMG, Adweek, Fast Company, The New Museum, and Social Media Week.
Website: webbyawards.com
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National Museum of Women in the Arts
The National Museum of Women in the Arts (NMWA) is the only major museum in the world solely dedicated to championing women through the arts. With its collections, exhibitions, programs and online content, the museum inspires dynamic exchanges about art and ideas. NMWA advocates for better representation of women artists and serves as a vital center for thought leadership, community engagement and social change. NMWA addresses the gender imbalance in the presentation of art by bringing to light important women artists of the past while promoting great women artists working today. The collections highlight painting, sculpture, photography, and video by artists including Louise Bourgeois, Mary Cassatt, Judy Chicago, Frida Kahlo, Shirin Neshat, Faith Ringgold, Pipilotti Rist, Amy Sherald and Élisabeth Louise Vigée-LeBrun.

During the current closure, the museum welcomes members of the public to explore its social media accounts and online resources. NMWA is located at 1250 New York Avenue, NW, Washington, D.C. For information, call 202-783-5000, visit nmwa.org, Broad Strokes blog, Facebook, Twitter or Instagram.

Media Contacts
Amy Mannarino, 202-783-7373, amannarino@nmwa.org
Emma Filar, 202-783-7377, efilar@nmwa.org