

# Press Release Report

Report created on August 4th, 2020

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## Order Information

This is the information we received from you. The rest of this report is based on these inputs.

Project Name

Business Name

**Walmart**

Business Location

**702 S.W. Eighth St, Bentonville, AR 72716**

Contact Name

**Doug McMilon**

Phone Number

**479-273-4000**

Email Address

ANCHOR TEXT	TARGET URL
Walmart	<a href="https://www.walmart.com/">https://www.walmart.com/</a>
Walmart News	<a href="https://corporate.walmart.com/">https://corporate.walmart.com/</a>
5 Million dollar Investment	<a href="https://corporate.walmart.com/newsroom/2020/01/27/walmart-announces-5-million-investment-in-the-smithsonian-national-museum-of-african-american-history-and-culture">https://corporate.walmart.com/newsroom/2020/01/27/walmart-announces-5-million-investment-in-the-smithsonian-national-museum-of-african-american-history-and-culture</a>

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## Press Release Strategy

Press Releases are the industry standard for high quality white hat SEO. We can take your business or an event and turn it into a high quality article called a Press Release.

Then we will seed this article through multiple, high quality news distribution channels. Hundreds of news outlets will pick up your press release and publish it on their site resulting in a multitude of high quality, diverse links from very authoritative, real news sites.

1

### Press Release Creation

Complete

Our expert team of copy writers goes to work crafting your high-quality press release.

2

### Approval and Distribution

Complete

After you approve the press release, it is distributed to our network of journalists.

3

### Publishing

Complete

Your press release gets featured on hundreds of high quality, real news sites. You may continue to see even more links come in for months after your report has been delivered.

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## Press Release Created

Below you can find your press release and distribution report.

# Walmart Invests \$5,000,000 in the Smithsonian National Museum of African American History and Culture

*Walmart invested in the opening of the first National Museum of African American history and culture, now they have invested another \$5 million dollars in this amazing cause. Even in 2020, people don't know enough about African American history and culture. Learn more at [corporate.walmart.com](https://corporate.walmart.com).*

**Bentonville, AR, August 3, 2020-** Walmart invests \$5,000,000 in the Smithsonian National Museum of African American History and Culture.

"The National Museum of African American History and Culture is a vital institution, deepening everyone's understanding of our nation's history through the lens of the African American experience," says Julie Gehrki, Vice President of Philanthropy at [Walmart](https://corporate.walmart.com).

"Walmart and the Walmart Foundation have a long history of supporting diversity and inclusion, and we are pleased to support the museum as they continue to build out programs to advance their mission."

This is not the first time that this philanthropic company has donated to the museum. Walmart's first donation of \$5 million went to the development and construction of the facility. The most recent [5 Million dollar Investment](#), was made in January of 2020. It serves to improve corporate leadership council, visitor services programs, and more including collections and acquisitions, scholarship and research, education and public programs, exhibitions, and emerging technologies.

The [Smithsonian National Museum of African American History and Culture](#) is the first of its kind. It is completely dedicated to the culture, history, and life of African Americans. It is open to the public for their interest in participating in and learning more about African American history and culture. As one of the founding donors, Walmart is acknowledged on the NMAAHC website.

Dive into more [Walmart News](#) to learn about their philanthropic efforts and how they are working to make the world a better place, one step at a time.

**About the National Museum of African American History and Culture:** The National Museum of African American History and Culture is the only national museum devoted exclusively to the documentation of African American life, history, and culture. It was established by Act of Congress in 2003, following decades of efforts to promote and highlight the contributions of African Americans. To date, the Museum has collected more than 36,000 artifacts and nearly 100,000 individuals have become members. The Museum opened to the public on September 24, 2016, as the 19th and newest museum of the Smithsonian Institution.

**About Walmart, Inc.:** Walmart Inc. (NYSE: WMT) helps people around the world save money and live better - anytime and anywhere - in retail stores, online, and through their mobile devices. Each week, over 275 million customers and members visit our more than 11,300 stores under 58 banners in 27 countries and eCommerce websites. With the fiscal year 2019 revenue of \$514.4 billion, Walmart employs over 2.2 million associates worldwide. Walmart continues to be a leader in sustainability, *corporate philanthropy*, and employment opportunity.

**About Walmart's Corporate Philanthropy:** Walmart.org represents the philanthropic efforts of Walmart and the Walmart Foundation. By leaning in where our business has unique strengths, we work to tackle key social issues and collaborate with others to spark long-lasting systemic change. Walmart.org is helping people live better by supporting programs that work to accelerate upward job mobility for frontline workers, address hunger and make healthier, more sustainably-grown food a reality, and build strong communities where Walmart operates.

**Contact Information:**

Name: Doug McMillon

Organization: Walmart

Address: 702 S.W. Eighth St, Bentonville, AR 72716

Phone: 479-273-4000

Website: <https://www.walmart.com/>

# Press Release Distribution

Below are the posts we published as a results of our press release distribution process.

Total News Sites

93

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<https://www.streetinsider.com/Press+Releases/Walmart+Invests+%245%2C000%2C000+in+the+Smithsonian+National+Museum+of+African+American+History+and+Culture/17191443.html>

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<https://www.wfmj.com/story/42449863/walmart-invests-5000000-in-the-smithsonian-national-museum-of-african-american-history-and-culture>

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<https://www.1007thescore.com/story/42449863/walmart-invests-5000000-in-the-smithsonian-national-museum-of-african-american-history-and-culture>

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