

**\*\*FOR IMMEDIATE RELEASE\*\***

## **Mdina Cathedral Museum Launches "Museum Sustain" Initiative to Enhance Sustainability and Resilience**

**\*Mdina, Malta - 25th September, 2023\***

Situated within the ancient walls of the former Mdina Archbishop's Seminary, the Mdina Cathedral Museum stands as a custodian of Malta's cultural heritage. Its halls house a treasure trove of invaluable artifacts, generously bequeathed by Maltese clergy and families, offering a captivating glimpse into the rich tapestry of Maltese life, arts, and culture.

In response to the unprecedented challenges posed by the global COVID-19 pandemic, the Mdina Cathedral Museum proudly unveils its ambitious project, "Museum Sustain." This visionary endeavor has been meticulously designed to fortify the museum's sustainability and resilience, ensuring its enduring legacy for generations to come.

At the core of "Museum Sustain" lies the development of an innovative web-based platform, poised to become a dynamic focal point for the promotion and management of museum venues. This cutting-edge platform promises to open up exciting new revenue streams through limited rentals of museum spaces, expanding income sources beyond traditional ticket sales.

Collaboration stands as the linchpin of this transformative initiative. The museum enthusiastically invites voluntary organizations and NGOs operating within the cultural sector to forge partnerships, offering access to their prestigious spaces for a myriad of events and exhibitions. Nonprofit entities will benefit from special rates, coupled with a comprehensive support package encompassing online ticketing, access control, marketing services, audiovisual support, and event setup assistance.

Crucial funding for the "Museum Sustain" project has been generously provided by the Malta Council for the Voluntary Sector, through its Small Initiatives scheme. This vital support serves as the keystone, ensuring that the Mdina Cathedral Museum can navigate toward a sustainable and resilient future.

Mons Edgar Vella, the Director and curator at the Mdina Cathedral Museum, stated, " 'Museum Sustain' is not merely a project; it embodies a commitment to safeguarding Malta's cultural heritage while adapting to the challenges of our time. We extend a warm invitation to all stakeholders, from avid cultural enthusiasts to nonprofit organizations, to embark on this exhilarating journey toward a more sustainable and resilient future.

About the Mdina Cathedral Museum:

The Mdina Cathedral Museum is a sanctuary of Malta's cultural heritage, housing a diverse collection of artifacts generously donated by clergy, benefactors, and donors. Nestled within the historical Mdina Archbishop's Seminary, it offers visitors an exclusive peek into Malta's bygone eras, cementing its status as a cherished cultural institution.

About the Malta Council for the Voluntary Sector:

The Malta Council for the Voluntary Sector is a government entity devoted to advocating for and supporting the efforts of voluntary organizations in Malta. Through initiatives such as the Small Initiatives scheme, it plays a pivotal role in providing crucial funding to empower nonprofit organizations to bring their projects to fruition and contribute positively to the community.