

Museum shop receives award for challenging gender stereotypes

For immediate release

The Museum of Science and Industry shop has won an award for challenging gender stereotypes and promoting inclusivity.

The shop has been awarded the Toymark award for good practice for the second year in a row.

The Toymark award is given by Let Toys Be Toys, the parent-led campaign that aims to see ‘boys’ and ‘girls’ signs removed from toyshops and websites. It is given to retailers who challenge gender stereotyped toy marketing and display toys and books in a way that is welcoming and inclusive to all children.

Tom Mackie, Retail Manager at the museum, said: “We are delighted to have been awarded the Toymark for the second year in a row. Here at the Museum of Science and Industry we are committed to inspiring all children to discover more about the exciting scientific discoveries that have changed the world. We hope we are playing a small part in creating future generations of scientists, who may come up with amazing inventions of their own.”

Notes to editors

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