



FOR IMMEDIATE RELEASE

CONTACT: Dawn Burke, Director of Institutional Giving,
The Children's Museum, 860-231-2830, ext 45
dburke@thechildrensmuseumct.org

The Children's Museum Signs On For Museum Day 2007 Presented By SMITHSONIAN Magazine And Hyundai Motor America

West Hartford, CT (September 28, 2007)... On Saturday, September 29, 2007, The Children's Museum will participate in "Museum Day," presented by *SMITHSONIAN* magazine and Hyundai Motor America. Museum Day is a day when museums and cultural institutions nationwide open their doors free of charge to *SMITHSONIAN* magazine readers and Smithsonian.com visitors. Celebrating culture, learning and knowledge, Museum Day reflects the spirit of the magazine, and emulates the free-admission policy of the Smithsonian Institution's Washington, DC-based facilities. This year's Museum Day is also supported by CITGO Petroleum Corporation and, for the third consecutive year, TIAA-CREF.

Currently, The Children's Museum has two featured exhibits: "Team Up"- an interactive look at the science of sports and "The Universe in Color"-photographs of galaxies, nebulas, and other deep sky objects.

Last year, approximately 30,000 people attended Museum Day. Forty-Nine states were represented by 448 participating museums, including 55 *Smithsonian* affiliates.

Attendees must present *SMITHSONIAN* magazine's Museum Day Admission Card to gain free entry to participating institutions. The Museum Day Admission Card is available in the September issue of *SMITHSONIAN* magazine and a downloadable version is available on the Museum Day website at www.smithsonian.com/museumdaycard. The general public is welcome to participate by going to the Smithsonian.com website and downloading the Museum Day Admission Card. Listings and links to other participating museums' and sponsors' sites can be found at www.smithsonian.com/museumday.

The Children's Museum is committed to igniting the curiosity of young people through science and nature. In addition to the Museum and the Travelers Science Dome, the organization includes the United Technologies Wildlife Sanctuary, Roaring Brook Nature Center in Canton, and The Children's Museum Preschool, one of the oldest preschools in the country. The Children's Museum serves close to 160,000 people annually, and is the fifth oldest children's museum in the country, and Connecticut's largest museum. Located at 950 Trout Brook Drive in West Hartford, the museum is accessible from I-84 Exit 43 and offers free parking. For more information, visit the website at www.TheChildrensMuseumCT.org.