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## **Science Center of Connecticut Announces New Name, Outlines Future Plans**

### **New Name, Logo, Tag Line, and Forthcoming Plans Announced at May 10 Event.**

WEST HARTFORD, CT, May 10, 2006 – The Science Center of Connecticut, the 2<sup>nd</sup> largest museum in Connecticut, and the largest children’s museum in Connecticut, announced that it is changing its name to “The Children’s Museum,” effective today. The new name, a new logo, featuring a child-like rocket blasting off, and a new tag line, “Igniting Curiosity Through Science and Nature,” as well as a description of future Children’s Museum programming were introduced at a public event on May 10, 2006 at 3 PM at the museum, located at 950 Trout Brook Drive in West Hartford.

Howard Shafer, Chair of the museum’s Board of Trustees, explained that “we are changing our name to better reflect the museum’s focus on young children.” Shafer added, “our new rocket logo symbolizes how we help launch young children on the path toward lifelong learning. It also conveys that we are enthusiastically moving forward, creating positive momentum for an exciting new future. As we look into that future, a key goal of The Children’s Museum is to build a new museum facility in West Hartford.”

The Children's Museum will continue to emphasize Science and Nature, and maintain many successful programs and attractions including:

- ▶ The Gengras Planetarium (Connecticut's largest space theater)
- ▶ The UTC Wildlife Sanctuary
- ▶ Roaring Brook Nature Center in Canton
- ▶ The Science Center Preschool, which offers an unique science-based curriculum and science-oriented outreach programs that extend to other preschools and daycare centers throughout the state
- ▶ Elementary school field trips and outreach programs
- ▶ Conny the Whale, a full-sized model of a sperm whale, Connecticut's state animal

Planning is underway to complement existing programs with new programs focused on Earth Science and Weather, The Human Body, Dinosaurs, and Physical Science and Chemistry Chemistry for the very young.

“There has been a great deal of confusion regarding our relationship with the Connecticut Center for Science and Exploration which is being built at Adriaen's Landing in downtown Hartford,” according to Edward J. Forand Jr., President and CEO of The Children's Museum. “Some people think we are closing and moving to Adriaen's Landing. That is not the case. When the Adriaen's Landing center opens, we will remain a children's museum in West Hartford, but will work closely with downtown on science-related education ventures.”

“Our market research confirms that there is widespread community support for both a major children's museum and a world class science center in the Greater Hartford region. The Children's Museum and the science center at Adriaen's Landing are committed to, and have already begun, working collaboratively to promote science literacy at all ages,” Forand said.

“The Connecticut Center for Science & Exploration looks forward to our emerging partnership,” said Ted Sergi, President of the Connecticut Center for Science &

Exploration. “Together, our two institutions will provide a broad range of educational programming that will excite and motivate all of our citizens to become better informed about the wonders of science and technology.”

The Children’s Museum, the fifth oldest children’s museum in the United States, was founded in 1927. The museum has been at its current Trout Brook Drive location in West Hartford since 1958. Last year, The Children’s Museum served over 200,000 people a year, including visitors and members from the Greater Hartford area, across Connecticut, and throughout New England as well as over 78,000 students from across Connecticut from nearly 800 schools.

The May 10<sup>th</sup> announcement event will include the following:

- ▶ Parade of Children (children of all ages are invited to participate)
- ▶ Debut of a new song, written especially for The Children’s Museum by nationally recognized singer / songwriter Steve Songs
- ▶ Unveiling of new name and logo
- ▶ Announcement of a new community partnership with Connecticut Children’s Medical Center which will involve free museum admission passes to any child who spends a night as a patient in the hospital
- ▶ Children’s activities that tie into the new rocket logo
- ▶ Brief remarks by Mayor Scott Slifka, Museum Board Chair Howard Shafer, Museum President and CEO Edward J. Forand Jr., and Connecticut Center for Science and Exploration President and CEO Ted Sergi.

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