

Official Press Release

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### ***Curious George™ Exhibit Swings to the Mississippi Children's Museum***

**Jackson, Miss. (March 31, 2017)** The little monkey who has captured the imagination and hearts of millions of children and adults for over 75 years – comes to life this summer at the Mississippi Children's Museum (MCM). *Curious George™: Let's Get Curious!* exhibit will be visiting MCM May 20-September 10, 2017, introducing children into the world of Curious George and leading visitors on a fun, interactive STEM-based adventure.

Visitors will recognize familiar characters and places featured in the classic stories by H.A. and Margret Rey and the television series that airs on PBS KIDS®. The exhibit inspires children's natural curiosity as they explore the neighborhood where Curious George™ lives with his friend, The Man with the Yellow Hat. Children can explore iconic points from George's curious world and climb into a construction trailer to design and construct a building! Visitors to the exhibit have the opportunity to experiment with physics as they putt through the mini golf course, use wind power to move yard art and wind chimes, or climb into the space rocket Curious George took on his space adventure!

We thank our local sponsors for bringing this exciting and educational exhibit to Mississippi--Presented by Trustmark and sponsored by Atmos Energy and The Radio People.

The exhibit's content is based on educational standards developed by Minnesota Children's Museum and an expert advisory panel to the PBS KIDS series, as well as national science and math standards for young children. "The science and math activities in the exhibit will provide a rich and meaningful context in which these skills can be learned and developed in a fun and engaging way," said Sarah Caruso, Minnesota Children's Museum President.

Designed, developed and built by Minnesota Children's Museum in partnership with Universal Studios Consumer Products Group, *Curious George: Let's Get Curious!* is on a five-year, 20-city tour of children's museums across the country. The Curious George: Let's Get Curious! exhibit is sponsored by 3M.

Throughout the duration of the exhibit, MCM will be hosting weekly Curious George-themed programs and special Saturday events to engage children and families in hands-on, STEM activities. Visit MCM's website to learn more about the program and events.

### **About the Mississippi Children's Museum**

The Mississippi Children's Museum (MCM) is a 501(c)3 nonprofit organization that provides unparalleled experiences that ignite a thirst for discovery, knowledge, and learning in all children. MCM is dedicated to inspiring Mississippi's children from all backgrounds to discover and achieve their potential. The museum features 40,000 square feet of exhibit space designed around five primary initiatives: Literacy, STEM, Health and Nutrition, Cultural Arts, and Mississippi History. The museum's exhibits, programs, and outreach opportunities provide engaging, explorative, hands-on educational activities for children of all ages. To learn more about MCM visit [www.mschildrensmuseum.org](http://www.mschildrensmuseum.org).

### **About Minnesota Children's Museum**

Minnesota Children's Museum is a non-profit community organization committed to sparking children's learning through play. Infants through children age 10 discover their world through hands-on exhibits in five permanent galleries and two special galleries that offer exciting traveling exhibits from around the world. Fun, interactive activities such as Story Time and Big Fun! take place daily. Minnesota Children's Museum has been providing children and adults with a fun, educational environment for more than 25 years.

### **About Universal Studios Consumer Products Group**

Universal Studios Consumer Products Group is responsible for global licensing and retail strategies as well as building brand recognition of the extensive catalogue of Universal properties. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

### **About Houghton Mifflin Trade and Reference Division**

Houghton Mifflin's Trade and Reference Division publishes adult, juvenile, and reference books. Its adult titles encompass literary fiction and a broad spectrum of nonfiction. Houghton Mifflin's children's lists include numerous Newberry and Caldecott Medal winners and constitute one of the richest backlists of children's literature in the industry.

### **About Houghton Mifflin Company**

Boston-based Houghton Mifflin Company is one of the leading educational publishers in the United States, with more than \$1 billion in sales. Houghton Mifflin publishes textbooks, instructional technology, assessments and other educational materials for elementary and secondary schools and colleges. The Company also publishes an extensive line of reference works and award-winning fiction and nonfiction for adults and young readers. With its origins dating back to 1832, Houghton Mifflin combines its tradition of excellence with a commitment to innovation. The company's web site can be found at [www.hmco.com](http://www.hmco.com).

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