



Mississippi Children's Museum – Meridian Receives Travel Attraction of the Year Award

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MISSISSIPPI CHILDREN'S MUSEUM - MERIDIAN

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The Mississippi Children's Museum – Meridian Wins Travel Attraction of the Year Award.

Meridian, Miss. (Oct. 22, 2021) – The Mississippi Children's Museum – Meridian (MCM-Meridian) was awarded the Travel Attraction of the Year Award at the 2021 Governor's Conference on Tourism in Jackson, MS. This award is presented to an attraction that is new or unique in attracting visitors to its city.

In the midst of a worldwide pandemic, MCM-Meridian opened a state-of-the-art facility safely to the public on March 27, 2021. The museum incorporates aspects of East Mississippi's rich culture through each of its exhibit galleries, and features replicas of two nationally acclaimed treasures:

- *Goodnight Moon*, a classic children's bedtime story
- Academy Award-Winning short-film and children's book, *The Fantastic Flying Books of Mr. Morris Lessmore*

Since its opening, the museum's hands-on inquiry-based exhibits, both indoors and out, have inspired children and their entire circle of influence from all over the state, country, and world and exposed them to the rich culture of East Mississippi.

"It is truly an honor to celebrate these members who work tirelessly for their communities. The competition was strong and that is a testament to the caliber of work being produced by our industry partners and the strength and competitiveness of Mississippi tourism," said MTA Executive Director, Danielle Morgan.

MCM-Meridian is honored to be recognized statewide as Travel Attraction of the Year just 7-months after opening its doors to the public for the first time.

MTA presented the award at the Mississippi Governor’s Conference on Tourism in Jackson, Mississippi on October 23, 2021. To learn more about the Mississippi Tourism Association, visit www.mstourism.com.

About the Mississippi Children’s Museum - Meridian

The Mississippi Children’s Museum - Meridian (MCM – Meridian) is the East Mississippi satellite campus of the statewide Mississippi Children’s Museum (MCM)—a 501(c)3 nonprofit organization that creates unparalleled experiences to inspire excellence and a lifelong joy of learning. MCM-Meridian is a 25,000-square-foot facility with exhibit space designed around three primary initiatives: Literacy, STEAM, Health and Nutrition, Cultural Arts, and Mississippi History woven throughout all galleries. Outdoors is a 25,000-square-foot exhibit gallery that allows children a safe and magical space to explore and enrich the learning experience. The museum’s exhibits, programs, and outreach opportunities provide engaging, explorative, hands-on educational activities for children of all ages. MCM – Meridian is a strategic part of the statewide Mississippi Children’s Museum which is dedicated to inspiring all of Mississippi’s children from all backgrounds to discover and achieve their potential. To learn more about MCM – Meridian, visit www.mcmmeridian.org.

About the Mississippi Children’s Museum

The Mississippi Children’s Museum (MCM) is a 501(c)3 nonprofit organization with a mission of creating unparalleled experiences to inspire excellence and a lifelong joy of learning in all children. The 40,000-square foot museum is designed around five primary initiatives, with correlating exhibits, programs, and outreach efforts. These initiatives include: Literacy, STEAM, Health and Nutrition, Cultural Arts, and Mississippi Heritage – the keys to helping our children mature into healthy and productive adult learners. In response to community needs due to the COVID-19 pandemic, MCM shifted operating and programming priorities to best serve Mississippi’s children and combat learning loss through facilitating virtual schooling and creating online educational enrichment – services that continue today through a robust, daily afterschool program and an online platform for teacher professional development.

In 2021, MCM celebrated a monumental year by receiving an Institute of Museum and Library Services National Medal, the nation’s highest honor for museums, and through opening its first satellite museum, MCM-Meridian, which received the 2021 Governor’s Award for Travel Attraction of the Year.