



MISSISSIPPI CHILDREN'S MUSEUM

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Now Open at The Mississippi Children's Museum, a New Health Exhibit, *Kareem's Dreamy Day*

PRESS RELEASE • FOR IMMEDIATE RELEASE

Jackson, Miss. (May 23, 2023) – On Tuesday, May 23rd, the Mississippi Children's Museum (MCM) opened its newest exhibit experience, *Kareem's Dreamy Day*, in the existing Healthy Fun gallery.

This exhibit is designed to teach children about healthy living and sleeping habits through nutrition, exercise, social wellness, and bedtime routines. Each of Kareem's friends will teach guests about a different aspect of health so that they can learn to build their own dreamy days.

"*Kareem's Dreamy Day* is magical enough to inspire wonder, while grounded enough that each child will leave with actionable steps toward living a healthier life in their own homes," said William Moore, Assistant Director of Exhibits.

Exhibit features include:

- Climb with Cody into a 12-foot tree house climber, look through a periscope into a magical world, and slide down to the backyard.
- Rest with Rocky and practice healthy bedtime routines to get a good night's sleep.
- Make meals with Mateo in a state-of-the-art play kitchen, where guests can learn how to pack a healthy lunch, practice cooking a nutritious meal, play with sizzling stoves and gurgling sinks, and discover recipes for a healthy day.
- Practice mindfulness and learn sign language when you Play with Mei.
- Exercise with Ella and Blue Cross & Blue Shield of Mississippi Fitness Instructors with an interactive exercise video made just for children.
- Dream with Kareem in an artistic loft where guests can relax, dream, and use their imagination. Activities include listening to soothing nighttime sounds, reading a book in a quiet nook, exploring colors and worlds of glitter, and learning about sleep.

This exhibit is made possible thanks to a generous grant from the Blue Cross & Blue Shield of Mississippi Foundation.

"The Blue Cross & Blue Shield of Mississippi Foundation is proud of its continued partnership with the Mississippi Children's Museum to present health and well-being to children and their families through fun, hands-on exhibits and programs that encourage exploration, discovery and active play," said Eugenia King, Foundation Director. "Children engaging in the museum's creative exhibit experiences focused on physical activity, proper nutrition and the importance of a healthy bedtime routine, will guide them to make healthy lifestyle choices outside the museum setting."

MCM is open Tuesday-Saturday 9:00 a.m. – 5:00 p.m. and Sunday 1:00 – 6:00 p.m. The museum will be open every Monday in June and July for Magic Mondays! Admission is \$10 for children and adults and free with museum membership. For more information, visit www.mschildrensmuseum.org.

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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. MCM’s two award-winning museums in Jackson and Meridian collectively offer over 100,000-square feet of exhibits and educational programming designed around five primary initiatives, Literacy, STEAM, Health and Nutrition, Cultural Arts, and Mississippi Heritage – the keys to helping our children mature into healthy and productive adult learners. MCM offers exceptional resources for children, families, and educators through MCM at Home virtual programming, traveling exhibits and programs, community outreach, *Launch into Learning* afterschool program, professional development for educators, and *Talk from the Start*, an initiative for parents and caregivers to promote language development in children from birth to five years old.

MCM is honored to have received an Institute of Museum and Library Services National Medal, the Mississippi Tourism Association Governor’s Award for Travel Attraction of the Year, and USA Today’s ‘10Best Travel Award for Best Children’s Museum. Learn more: www.mschildrensmuseum.org

About the Blue Cross & Blue Shield of Mississippi Foundation

The Blue Cross & Blue Shield of Mississippi Foundation has a vision for a healthy Mississippi and provides leadership and targeted grant funding for sustainable initiatives and programs to improve the overall health and well-being of Mississippians. Learn more about the Foundation and its partnerships at www.healthiermississippi.org