



MISSISSIPPI CHILDREN'S MUSEUM

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The Mississippi Children's Museum Opens New Bike Experience in Healthy You Gallery

PRESS RELEASE • FOR IMMEDIATE RELEASE

Jackson, Miss. (June 8, 2023) – On Thursday, June 8th, the Mississippi Children's Museum (MCM) held a ribbon cutting for its newest exhibit experience, *Ride the Trails*, in the existing Healthy Fun gallery.

This exhibit is designed to teach children about physical exercise, heart health, and outdoor activities you can do in your community! With an emphasis on fostering a culture of physical wellness, the exhibit features three specially designed, accessible bicycles that encourage visitors to engage in fun and active play. Children are invited to embark on an adventure with Rocky the Reader by pedaling through three immersive, local bike trails found within our community which include the museum trail, Belhaven mountain bike trail, and the Eastover trail. Through this exhibit, the museum aims to promote physical exercise and general health awareness among children and families in our community.

"We are thrilled to partner with the Jackson Heart Foundation to bring this unique biking experience, featuring actual trails from our local community to children of all ages," said Emily Hoff, Executive Director of MCM. "It is our hope that children will be inspired to explore on their bikes and not only learn more about their heart health but grow in their love of the sport!"

Exhibit features include:

- Practice riding a static bike, which comes in three different sizes, including one that is wheelchair accessible.
- Explore three local bike trails in Jackson, MS.
- Learn how to keep your heart healthy by checking your heart rate as you exercise.
- Rocky the Reader provides motivational support as you ride each of the trails.

This exhibit is made possible thanks to support from the Jackson Heart Foundation.

"For the past 10 years it has been our pleasure to partner with the Mississippi Children's Museum, promoting cardiovascular health with our traveling exhibit. We are happy to now introduce the Jackson Heart Foundation permanent exhibit, *Ride the Trails*, which simulates real local cycling trails. It is our hope the exhibit will inspire children and families to develop an appreciation for physical activity and cardiovascular health," said Dr. Harper Stone, Chairman of Jackson Heart Foundation.

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