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FOR IMMEDIATE RELEASE

Louisiana Children's Museum Announces *Places to Play* during Super Bowl *New initiative brings attention to health and wellness in New Orleans*

New Orleans, LA (January 31, 2013) — Amidst the Super Bowl festivities, the Louisiana Children's Museum unveiled *Places to Play in New Orleans*, an early childhood initiative that explores the role of play in developing lifelong healthy habits, and demonstrates the role the Louisiana Children's Museum plays in shaping the community.

Present at the announcement was Julia Bland, executive director of Louisiana Children's Museum; Karen DeSalvo, commissioner of New Orleans Health Department; Laverne Saulny from Senator Landrieu's office; and, David Krishock, president of Imagination Playground.

At the forefront of the campaign is the *Places to Play in New Orleans* book featuring illustrations and narrations by four-year-olds from four local nursery schools and child care centers. With attention to detail and creativity, the young authors take readers into their whimsical world as they explore the role of play in their daily lives. Illustrations included local parks, backyards and school playgrounds. The book gives voice to the children and what matters most to them, builds confidence and draws focus to the importance of childhood play.

"Active engagement of young children is the beginning of a lifelong quest for health and wellness," said Julia Bland, executive director of the Louisiana Children's Museum. "*Places to Play* will call attention to that priority through the narration and illustration of young children."

By taking-on the problem of obesity within a generation, *Places to Play* is in alignment with the missions of Louisiana Children's Museum, Fit NOLA and *Let's Move!*

"Creative, active play is essential for the physical, social and cognitive development for all our children," said Dr. Karen DeSalvo, City of New Orleans health commissioner, in a letter included in the *Places to Play in New Orleans* book. "By showcasing the role of play in their daily lives, the *Places to Play* book is a terrific example of why play is so important and the actions that all of us can take to make sure children are able to actively play every day."

The message comes full circle by pairing play education with access to safe, creative play spaces. As part of the campaign, the Louisiana Children's Museum announced it will install an Imagination Playground, a transformative play system using large blue foam building blocks, demonstrating the playground that will be installed at the Louisiana.

The Louisiana Children's Museum, located at 420 Julia Street in New Orleans, is open Tuesday through Saturday from 9:30 a.m. – 4:30 p.m. and Sundays from noon – 4:30 p.m. Access to the Museum and the Imagination Playground is open to the

public with admission, \$8 per person and free for Museum members. For more information and a calendar of events, visit www.lcm.org or call (504) 523-1357.

Related Programming / Media Opportunities

During the week of the Super Bowl, the Louisiana Children's Museum will present three media events in conjunction with "Places to Play in New Orleans."

Champions on the Move

Tuesday, January 29 – Friday, February 1 • 9:30 a.m.–4:30 p.m.

Louisiana Children's Museum, 420 Julia St.

\$8/per person, free for museum members

The Museum will lead physical fitness challenges and *Let's Move* Museum activities throughout the week. Visitors will learn how to stay active and healthy while having fun. Programming will include daily Story Time readings of *Family Huddle* written by Peyton, Eli and Archie Manning at 11 a.m. and 1 p.m., and make-your-own Lombardi Trophy craft in Art Trek studio.

Imagination Playground at NFL's Super Saturday of Service

Saturday, February 2 • 11 a.m.

Lyons Playground, Corner of Tchoupitoulas and Louisiana Avenue

Free and open to the public

In conjunction with *Places to Play in New Orleans*, the Louisiana Children's Museum and Imagination Playground have donated two mobile playground sets to the City of New Orleans. The Imagination Playground sets will be presented to Mayor Mitch Landrieu during the NFL's Super Saturday of Service at Lyons Playground, where the equipment will be permanently installed. Following the unveiling, children from the Greater New Orleans area will be invited to play on the equipment and demonstrate its many uses.

For more information on the NFL's Super Saturday of Service, visit

www.neworleanssuperbowl.com/events/supersaturday.php

About Louisiana Children's Museum

Since 1986, the Louisiana Children's Museum has engaged children and families in memorable, interactive experiences that make growing and learning fun. It also goes beyond its walls to deliver creative, educational resources that impact the greater New Orleans community. The Museum is located at 420 Julia Street in New Orleans' warehouse district. General admission is \$8.00 for adults and children one year of age and older. Museum members are admitted free.

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