



**FOR IMMEDIATE RELEASE**  
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## **Chicago Children's Museum creates indoor winter wonderland with *Snow Much Fun***

*Museum offers the ultimate "snow" day for the whole family – no mittens required!*

CHICAGO – Where can you build a snow fort, throw snowballs, dress up a snowman and ice skate.....inside? [Chicago Children's Museum](http://www.chicagochildrensmuseum.org), of course! Back by popular demand, [Snow Much Fun](#), the museum's much-loved exhibit celebrating winter, opens today.

"*Snow Much Fun* has become a holiday tradition for many Chicagoans," said Jennifer Farrington, president and CEO of Chicago Children's Museum. "The exhibit truly emphasizes our philosophy that children and families must create, play and discover together. We're very excited to offer the exhibit to visitors during the winter season."

*Snow Much Fun* brings a variety of indoor frosty fun activities, including:

- *Pretend You're on Ice*, a special "ice" rink that lets children lose their shoes and practice a perfect spin or make figure-eights.
- *Snowman Fashionista*, where style-minded children have the opportunity to dress an entire family of snowmen.
- Special "ice" blocks for building impenetrable snow forts and castles.
- Ready-made ammunition for a family-friendly "snowball" fight.



When the weather gets chilly, check out the museum's Great Hall as it transforms into the ultimate "snow" day. The exhibit runs today through Feb. 5, 2012.

[Cuties](#) is the presenting sponsor of *Snow Much Fun*.

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### **About Chicago Children's Museum**

The mission of Chicago Children's Museum is to create a community where play and learning connect. CCM is the only cultural institution in the city dedicated to young children and the important adults in their lives. Playful experiences, including more than 15 interactive exhibits, tap into how kids learn, and engage them at an early age so they develop a lifelong love of learning. Located at Navy Pier, Chicago's number one attraction at 700 E. Grand Ave., CCM is the final stop for CTA buses #29, #65, #66 and #124. For more information, please visit [www.chicagochildrensmuseum.org](http://www.chicagochildrensmuseum.org).