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**FOR IMMEDIATE RELEASE**

**GET SPOOKY THIS OCTOBER AT CHICAGO CHILDREN'S "HALLOWEEM"**

*Museum offers age-appropriate Halloween fun through programming and art activities*

Chicago, IL, October 3, 2011— Chicago Children's Museum (CCM) is the place to be throughout October for a frightfully fun time. Every Friday, Saturday and Sunday in October—plus Columbus Day and Halloween—CCM transforms into Chicago Children's "Halloweem"—an imaginative environment that inspires creative play and celebrates the spirit of Halloween. All programming is free with museum admission.

"We're excited to be a part of helping Chicago families celebrate this fun time of year," said Chicago Children's Halloweem President and CEO Jennifer Farrington. "Halloween provides children with tremendous opportunities to express themselves creatively, as well as explore a variety of emotions, moods, and identities through dramatic play."

The first step to a successful Halloween is having a costume, and children can create their own disguise in Costume Making in the Kraft Artabounds Studio beginning at 1:00 p.m. Using an eclectic collection of colorful foam, shiny paper, foil, baubles and other assorted playful accessories from pom-poms to googly eyes, kids can transform themselves into whatever they desire. At 2:30 p.m., children and families can decorate a mini pumpkin—while supplies last! Little ghouls and goblins can don their costumes at 4:00 p.m. to giggle, groove and haunt at the Monster Mash Dance Party, followed by the Cackle Contest in the Great Hall.

Every day in October, visitors can experience the *Spooky Backyard*—if they dare! CCM's *Big Backyard* exhibit has transformed into a playspace full of pumpkins, shadows and spiders where even the youngest visitor can enjoy a thrill. Families can experience the *Spooky Backyard* for free on Thursday nights from 5:00-8:00 p.m. for Kraft Free Family Night, and children age 15 and under can enjoy the *Halloweem* free of charge on Sunday, October 2 for Target Free First Sundays.

For more information about *Halloweem*, visit the museum's website at

<http://www.chicagochildrensmuseum.org/index.php/experience/chicago-childrens-halloweem>. "Like" CCM on Facebook to share your stories about how you and your family get into the spirit of Halloween at <https://www.facebook.com/ChicagoChildrensMuseum>.

**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 over fifteen 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 East Grand Avenue, CCM is the final stop for CTA buses #29, #65, #66 and #124. For more information, please visit [www.chicagochildrensmuseum.org/hours.html](http://www.chicagochildrensmuseum.org/hours.html).

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