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**FOR IMMEDIATE RELEASE**

**GET MOVING WITH CHICAGO CHILDREN'S MUSEUM'S MOVE EXHIBIT**

*Exhibit focuses on health and wellness initiatives for children and educators*

Chicago, IL, September 16, 2011—Create the ultimate indoor, physical adventure in *Move!* Chicago Children's Museum's (CCM) exhibit that will get your heart—and imagination—racing is back again. Sponsored by Blue Cross and Blue Shield of Illinois (BCBSIL) and open now through January 16, this experience is sure to challenge your mind and body.

“At Chicago Children's Museum, we know that active play is critical to not only children's cognitive, social and emotional development, but their physical development as well,” said President and CEO Jennifer Farrington. “There's a universal need among children and families for physical activity, and our goal was to create an experience that would inspire movement and activity in a fun and playful way.”

*Move* features a variety of oddly-shaped, colorful pieces children can move and fit together, inspiring movement and physical activity in an environment they've helped create. With this exhibit opening, CCM staff created a new seven-foot high mountain made entirely out of reused tires. Children can climb the pile of tires—with or without their caregivers—with the goal of reaching the flag or ringing the bell atop the mound. The youngest visitors can exercise gross motor skills such as lifting, stacking, pushing and climbing loose tires. The structure is appropriate for children and families of all abilities.

Signage within the exhibit offers a list of “rules,” where running, jumping, hopping and skipping are allowed. Children and their families are encouraged to work together and with others to create one-of-a-kind landscapes.

Blue Cross and Blue Shield of Illinois is the lead sponsor of the exhibit, and will also fund the museum's *Made to Move* Professional Development Workshop Series which begins in September. This research-based workshop for educators will tackle the basics of why movement is essential to growing up healthy—in all areas of development. Through hands-on activities, facilitators will share practical strategies for incorporating meaningful play and opportunities for movement across educators' curriculum.

“With our mission to promote the health and wellness of our members and communities, we at Blue Cross and Blue Shield of Illinois take seriously our responsibilities as a corporate citizen,” said Clarita Santos, Director, Community Health Initiatives, Blue Cross and Blue Shield of Illinois. “We are proud to invest in and partner with Chicago Children's Museum in challenging children and their families to MOVE and increase their daily physical activities through fun and play.”

Pre-registration and payment of \$130 is required for the professional development. The series is available for educators of students in grades Prekindergarten-second, and educators can receive 15 CPDUs and one CPS Lane Credit. Educators can opt to receive one Aurora University graduate credit

for an additional \$100. Attendance at all three workshops is required for full credit. To register or for more information, call (312) 464-7681.

Every Thursday night is Kraft Free Family night at Chicago Children's Museum, and The Kraft Great Kids Hoopla on September 22 gives kids their first free opportunity to check out *Move*. Kids can get their hearts and imaginations racing with an evening of activities planned around the exhibit. Hoopla is an extension of the year-round family activities offered by the Kraft Great Kids program in partnership with area museums and other family institutions in Chicago and suburbs. The Kraft Great Kids Hoopla at Chicago Children's Museum is the final 2011 festival funded by the Kraft Foods Foundation.

### **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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