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For Immediate Release

THE LAUGH SHACK IS OPEN AT CHICAGO CHILDREN'S MUSEUM

CCM's latest exhibit features comedy club that's just for kids

CHICAGO, IL, August 1, 2014—The *Laugh Shack* is open at Chicago Children's Museum! Through Labor Day, children of all ages can hone their funny bone and get seriously silly in this comedy club that's just for kids. This experience has all the tools kids need to crack up the crowd—and themselves!

"Humor is such a valuable experience for children," said CCM President and CEO Jennifer Farrington. "When children are joking, laughing and being silly, they're exercising emotional, social and cognitive skills, stretching their understanding of language, and making emotional connections with others."

The museum developed this exhibit to inspire children and families to get silly, let loose and make each other laugh. The centerpiece of *Laugh Shack* is *The Stage*, which transforms CCM's Great Hall into a proper comedy club. Budding comedians can dress up, tell jokes and try out new material using a banana-shaped microphone. Those who need a little coaxing can use the provided joke lists, cue cards and of course, rubber chickens. Pranksters can toss a whoopee cushion on an unsuspecting caregiver's chair or throw some fake vomit on the floor next to their baby brother's booster seat in the Snack Spot! Kids will have fun testing their silly skills against their caregivers in the *Make Me Laugh Booth*. A funny-face photo from the museum's photo booth can be added to a wall for all to see, or taken home as a silly memento for the day.

Different jokes for different folks

CCM recognizes that each person has a different definition of funny, and this can be a valuable learning experience for children and families. The museum wanted to be sure to include a variety of humor experiences—physical, visual and language-based. A child who may be too shy to tell a joke on stage might be more comfortable making silly faces with a sibling. In daily programs, families can make silly costumes to wear on stage or take home to enjoy. Messaging throughout the exhibit provides caregivers tips for engaging their children at each developmental stage. Babies love funny faces, preschoolers always appreciate a nonsense knock-knock joke, and nothing gets a seven-year-old giggling quite like a silly riddle.

Laugh Shack runs August 1-September 1. Families can enjoy it for free every Thursday night from 5-8pm for Target Free Family Night, and children age 15 and under can enjoy free admission on Sunday, August 3 for Free First Sunday.

About Chicago Children's Museum

The mission of Chicago Children's Museum is to improve children's lives by creating 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.

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