



Contact:

Natalie Kreiger

(219) 983-2577

Nataliek@chicagochildrensmuseum.org

For Immediate Release

**THE CURE TO SEASONAL SEDENTARY SLUGGISHNESS?
MOVE IT! AT CHICAGO CHILDREN'S MUSEUM**

*THE HILLSHIRE BRANDS FOUNDATION SPONSORS MADE TO MOVE RESOURCE GUIDE
TO ENCOURAGE ACTIVE PLAY AMONG CHILDREN AND FAMILIES*

CHICAGO, IL, February 2, 2015— As another winter sets in, Chicago Children's Museum (CCM) opens the high-energy, active play exhibit, *Move It!*, designed to get kids jumping, crawling, bending, leaping— and even sweating a bit.

"The human body is wired to learn through movement. From infancy through adolescence, when children crawl, walk, run, climb and twist, they are building the structures in their brains where more complex learning will take place," said CCM President and CEO Jennifer Farrington. "While active play is an absolutely essential component to healthy growth and development for children at any age, it is also the perfect antidote to the inactivity rut when the mercury drops."

Move It! delivers the very physical, vigorous and boisterous, play environment children love and crave. Integrated into the design are moveable components and a rope climbing structure that engage children physically and cognitively.

Made to Move – An Active Play Resource Guide

Move It! is part of CCM's *Made to Move* program, an initiative to encourage active play in the museum and educate children and their families about the benefits of movement as part of a healthy lifestyle.

The Hillshire Brands Foundation partnered with CCM to sponsor the *Made to Move* public awareness campaign. This effort includes the print and electronic distribution of the *Made to Move* publication to museum visitors, educators, and community forum members, as well as the national network of children's museums. Additionally, the Hillshire Brands Foundation will underwrite the field trip admission and transportation fees for 12 low-income schools and community groups.

"Active play supports children's physical health and establishes the foundation to build social awareness, emotional thinking and language development," said Mary Oleksiuk, president, Hillshire Brands Foundation. "Delivering that message to museum attendees and families across the region aligns with the foundation's commitment to healthy weight and lifestyles."

Visit www.ChicagoChildrensMuseum.org/MadetoMove to access CCM's online active play resource guide.

About the Hillshire Brands Foundation

The Hillshire Brands Foundation is the philanthropic arm of The Hillshire Brands Company and is operated as a separate entity with its own board of directors. Founded in 1981 (as the Sara Lee Foundation) to formalize the company's dedication to community service, it remains committed to strengthening and improving communities where Hillshire Brands has a presence. The foundation provides strategic support to nonprofit organizations focused on food-related programs with special emphasis on hunger, healthy weight and nutrition education. More information can be found at www.hillshirebrandsfoundation.org.

About Chicago Children's Museum

The mission of Chicago Children's Museum (CCM) 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 and daily programming, tap into how kids learn, and engage from ages 0-10 to develop the foundation for 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.

###