



FOR IMMEDIATE RELEASE
November 8, 2013

Media Contact:
Whitney Lewis
(312) 464-7680
whitneyl@chicagochildrensmuseum.org

Chicago Children's Museum opens all-new winter experience

*The much-anticipated **Snow Much Fun** tradition is bigger and better for the ultimate family "snow" day!*

CHICAGO – Where can you throw snowballs, dress up a snowman and perform a polished pirouette on ice.....inside? Chicago Children's Museum, of course! An all-new [Snow Much Fun](#), the museum's much-loved winter experience, opens today. This family favorite has been re-imagined as an immersive snowy cityscape that's the perfect setting for winter fun—no mittens required!

"We are so excited about the all-new *Snow Much Fun*," said Jennifer Farrington, president and CEO of Chicago Children's Museum. "This experience is not only bigger and better than ever, it offers a warm and cozy alternative for enjoying classic winter fun – indoors! Our goal is to enchant visitors with the fun and fantasy of winter and support collaborative "snow" play. We know every visitor will truly enjoy this experience!"



The all-new *Snow Much Fun* exhibit features a variety of indoor, frosty fun activities, including:

- **Pretend You're on Ice** - Chicago's "coolest" "ice" rink will be open all day and is the perfect place for children to skate in socks and practice a perfect spin!
- **Winter Snow Essentials** – Sleds, shovels and over 200 big "ice" blocks for building impassable snow forts and castles!
- **Stylish Snowmen** – Calling all fashionistas to dress an entire family of snowpeople!
- **Snowball Fun** – Over 1,000 "snowballs" for a family-friendly snowball fight!

Snow Much Fun runs today through Jan. 5, 2014. For more information, visit CCM's [website](#).

###

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 ChicagoChildrensMuseum.org.