



Contact: Natalie Kreiger
219.983.2577 (mobile)
NatalieK@ChicagoChildrensMuseum.org

For Immediate Release

CHICAGO CHILDREN'S MUSEUM KICKS OFF TARGET FREE FAMILY NIGHT

Free admission for the whole family, every Thursday, 5-8pm

CHICAGO, April 30, 2014—Chicago Children's Museum (CCM) will kick off Target Free Family Night on Thursday, May 1. Every Thursday night, the whole family receives free admission into the museum from 5-8pm. This program replaces Kraft Free Family Night.

"We've offered free admission on Thursday nights for 18 years, and thanks to Target's generous support, we can continue to make the museum accessible to all families," said CCM President and CEO Jennifer Farrington. "We are proud to partner with Target in ensuring all families are able to play together and experience the museum's world-class exhibits, programming and activities."

For nearly a decade, the partnership between Target and CCM has helped connect families with fun, hands-on learning. Target's support of Free Family Night continues their tradition of providing free and discounted admission to the museum. More than 20% of CCM's visitors attend the museum free of charge each year. Target Free First Mondays launched in 2005, providing free admission for children ages 15 and under. In 2009, the museum replaced the program with Target Free First Sundays, allowing families access to that same discount on the first Sunday of every month.

Target Free Family Night features hands-on activities and educational programs that focus on health, arts and culture and community resources. Programs such as *Made in Chicago*—featured on the first Thursday of every month—highlight artists, dancers and performers from Chicago's diverse communities. Visitors can also participate in fun drop-in programs designed for the whole family.

Groups of 18 or more must pre-register. Transportation may be available for qualified non-profit organizations. Pre-register your group by emailing JulianneC@chicagochildrensmuseum.org.

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.

About Target

Minneapolis-based Target Corporation (NYSE: TGT) serves guests at 1,919 stores – 1,797 in the United States and 122 in Canada – and at Target.com. Since 1946, Target has given 5 percent of its profit through community grants and programs; today, that giving equals more than \$4 million a week. For more information about Target's commitment to corporate responsibility, visit target.com/corporateresponsibility.

###