



Quaker Kids Organic & Chicago Children's Museum

August 8th, 2019 Partnership

CHICAGO – The Quaker Oats Company and Chicago Children's Museum have teamed up to provide families a full day experience at the museum. This one-day event provides families the opportunity to experience the museum for free and participate in a number of fun experiences including Ring Around the Parachute, Dance Parties, and all of the incredible exhibits at the museum.

"At Chicago Children's Museum, play can be a meaningful connection to healthy lifestyle choices," said CCM President and CEO Jennifer Farrington. "We are thrilled to partner with The Quaker Oats Company to offer a free day of active play and high-quality snacks."

"As a Chicago based company we value our local community and are excited to help offer a family-fun experience, free of charge," said Robbert Rietbroek, senior vice president and general manager at Quaker Foods North America. "At Quaker, we believe in providing nutritious food options that bring families together, so we're happy to be a part of this event that the entire family can enjoy."

This dynamic partnership is part of the ongoing efforts by Chicago Children's Museum to bring fun, valuable experiences to museum guests of all ages, and work with partners that look to enhance the lives of children. The Quaker Oats Company will also have a representative present to hand out free samples of their Quaker Kids Organic whole grain bars and bites that provide 11-19 grams of whole grains and made with flavors kids will love.

Event Schedule:

- 11:15 – 12:00 pm CST
 - o Ring Around the Parachute
 - o Age: 3 and Up
 - o Details: Lift it, push it, scurry under or circle around. Children are invited to take a handle and hold on together. This lively activity requires cooperation, interaction and paying attention!





- 2:15 – 3:00 pm CST & 6:15 – 7:00 pm CST
 - o Dance Party
 - o Age: All Ages
 - o Child and adults are invited to engage with a variety of musical selections that challenge them to move in different ways. Following musical cues is a great way to develop spatial and motor skills while having fun.

About The Quaker® Oats Company

The Quaker Oats Company, headquartered in Chicago, is a unit of PepsiCo, Inc., one of the world's largest consumer packaged goods companies. For more than 140 years, Quaker's brands have served as symbols of quality, great taste and nutrition. Quaker® Oats, Quaker® Rice Cakes and Quaker Chewy® Granola Bars are consumer favorites. For more information, please visit www.QuakerOats.com, www.Facebook.com/Quaker or follow us on Twitter and Instagram @Quaker.

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 dedicated to young children and the important adults in their lives. Play-filled 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. CCM aims to deliver at least one-third of its total annual attendance to low-income or underserved community members. In its last fiscal year, CCM hosted more than 400,000 visitors. For more information, please visit www.ChicagoChildrensMuseum.org.

