



FOR IMMEDIATE RELEASE

## **GEAR UP FOR A SUMMER OF FUN AS CHICAGO CHILDREN'S MUSEUM'S BELOVED ZOOM ROOM, THE ULTIMATE TOY CAR EXPERIENCE, RETURNS TO NAVY PIER MEMORIAL DAY WEEKEND**

*Chicago Children's Museum's Beloved Exhibit Is Returning to Put Kids In The Driver's Seat With The Ultimate Toy Car Room For Learning And Exploration with Over 40 Tracks and Hundreds of Cars in a Multilevel Race Course*

**CHICAGO, IL** (May 12, 2023) – Start your engines! [Chicago Children's Museum](#), 700 E. Grand Ave., is racing into an exciting summer ahead with the return of their popular Zoom Room, opening Memorial Day weekend for guests to enjoy. This thrilling, motion-filled installation allows both children and parents to experience the excitement of sending toy cars through colossal, multilevel racecourses with race jumps, long runs, loops, dips, and super spirals for endless ways to play. The exhibit is the perfect invitation to explore the wonders of physical science fit for any age. Zoom Room will be open to explore seven days a week from 10 am - 5 pm via general admission to the museum from Memorial Day to Labor Day.

“Children explore science through tactile investigation and discovery,” said **Chicago Children's Museum** President and CEO Jennifer Farrington. “Young children may not be able to explain the abstract principles of acceleration or gravity, but Zoom Room presents an opportunity for children to tangibly test, wonder and explore every aspect of physical science.”

**Chicago Children's Museum's** integration of hands-on fun combined with physical science comes to life in the popular exhibit through track courses designed to encourage complex physics challenges, such as timing cars to crash into each other, or

knocking a car right off of a track. Zoom Room is a play-filled, physics laboratory for kids that will get their gears moving through observation, prediction, and experimentation with hundreds of toy cars and 40 tracks of every length, height and angle, including two bi-level crash courses.

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### **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 a cultural institution 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](http://www.ChicagoChildrensMuseum.org)

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