



CONTACT:
Marion Wiener, 602.648.2746 (direct)
602.253.0501 (main)
602.758.4215 (cell)
mwiener@childmusephx.org

FOR IMMEDIATE RELEASE

Board of Directors

Chair

Rick McCartney

Immediate Past Chair

Sam Perry

Vice-Chair

Susan M. Wissink

Treasurer

Katherine Cecala

Secretary

Meghan H. Grabel

Jennifer L. Adams

David Bodney

Michele Davis

Donna Egan

Ruben Gallego

Lisa Handley

Becky Lieberman

Eric Meyer

Scott L. Mitchell

Judy Neuman

Katherine M. Scardello

Ken Schacherbauer

Eileen Sullivan

Trustees Emeritus

Sarah Bodney

Terry Hanson

Sally Hurwitz

Derrick Johnson

Hildy Saizow

Gayle Starr

Josie Young

President/CEO

Deborah J. Gilpin

**UPSCALE RETAIL STORE ANTHROPOLOGIE
AND CHILDREN'S MUSEUM OF PHOENIX
PARTNER ON EARTH DAY ACTIVITIES**

PHOENIX, AZ (April 17, 2012) – The Children's Museum of Phoenix announced today that it is partnering with upscale retail store, Anthropologie, on a variety of Earth Day events this year.

Earth Day events will take place at all three Valley Anthropologie locations as well as in the Museum on and around Earth Day, Sunday, April 22nd.

With "Coral Reef" as its Earth Day theme, in-store events will include Museum staff assisting with hands-on, art projects on the followings dates:

- April 18th, 10am to 2pm at Anthropologie at Dana Park, Mesa
- April 21st, 10am to 1pm at Anthropologie at Scottsdale Fashion Square
- April 26th, 10am to 12pm at Anthropologie at Kierland Commons

Projects include storytimes with ocean-themed books and painting projects. Snacks will be provided for children participating in the activities.

The Museum is currently celebrating Earth & Sky month with hands-on projects that focus on nature and the importance of protecting the planet. From April 17th through April 29th, the Museum's Art Studio will focus on

the Coral Reef theme as well by providing a project where children will be able to make "Baby Sea Turtles" and learn about the ocean and its creatures through storytimes. Anthropologie staff will volunteer at the Children's Museum of Phoenix from 9am to 1pm from March 24th thru 26th.

This partnership is just another step in the two companies' relationship which began 1 ½ years ago when Anthropologie donated the two ostriches that reside in the Art Studio. The ostriches had been in-store, floor displays which they no longer needed. Since that first donation, the Museum has also received "Alexantler" the Moose who also resides in the Art Studio as well as large "flowers" that can be seen in the Art Studio as well as in the third floor Book Loft.

###

The Children's Museum of Phoenix is located in the historic Monroe School Building at 215 N. 7th Street in downtown Phoenix. The Museum opened to the public on June 14, 2008 and offers 45,000 square feet of hands-on, fun and educational activities for children ages birth to 10. The mission of the Museum is to engage the minds, muscles and imaginations of children and the grown-ups who care about them. The Museum is open Tuesdays through Sundays, 9am to 4pm. Admission is \$11 per person, children under the age of 1 are free.

AzTAP Department of Services for Persons with Disabilities conducted an accessibility evaluation in August 2008 and summarized, "the Children's Museum of Phoenix is the most exceptionally disability-aware arts institution this evaluator has ever surveyed."