



Press Release
For Immediate Release
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Curious George™: Let's Get Curious!
At Museum of Discovery and Science January 20 – May 6, 2018

Fort Lauderdale, FL – August 25, 2017 The insatiable curiosity of Curious George – the little monkey who has captured the imagination and hearts of millions of children and adults for 65 years – comes to life January 20 through May 6, 2018 at the Museum of Discovery and Science. The new exhibit, *Curious George™: Let's Get Curious* will introduce young children to Curious George's world and lead visitors on a fun, meaningful interactive math, science and engineering-based adventure.

Based on the familiar characters in H.A. and Margret Rey's classic stories published by Houghton Mifflin, the new Curious George exhibit inspires young children's natural curiosity as they explore early science, math and engineering through hands-on interactive play. The immersive exhibit environment takes place in the neighborhood where Curious George lives with his friend, The Man with the Yellow Hat. Visitors will recognize familiar characters and places featured in the classic stories and the television series produced by Imagine Entertainment, WGBH Boston and Universal Studios Family Productions that airs on PBS KIDS® (check local listings) and recently received its first Daytime Emmy Award-nomination for Outstanding Children's Animated Program.

The exhibit's content is based on educational standards developed by Minnesota Children's Museum and an expert advisory panel to the PBS KIDS series, as well as national science and math standards for young children.

"Everyone's favorite imaginative monkey, Curious George, comes to the Museum of Discovery and Science in January. This interactive exhibit will bring fun and educational concepts to young children through and hands-on math, science and engineering activities." said Museum/President CEO Kim Cavendish.

Designed, developed and built by Minnesota Children's Museum in partnership with Universal Studios Consumer Products Group, *Curious George: Let's Get Curious!* is on a five-year, 20-city tour of children's museums across the country. Minnesota Children's Museum is a national leader in interactive learning and educational programming for children's museums. The Museum has designed and built numerous exhibits including *Adventures with Clifford The Big Red Dog™*, *The Amazing Castle™*, *Go Figure™* and *Geo-Zoooom™* that travel to children's museums and libraries throughout North America. The *Curious George: Let's Get Curious!* exhibit is sponsored by 3M.

Inside the Exhibit

Apartment Building

Operate wheels to move Curious George on pulleys from window to window. Climb the fire escape and climb inside to play with color, light and shadow.

Sidewalk Produce Stand

Play customer or salesperson and explore shape, sorting, weighing and counting with fruit and vegetables.

Construction Site

Climb into the construction trailer and design a building, then make use of a bounty of building materials and get to work constructing different structures while using machines to move materials.

City Park

Enjoy the urban green space: rest or give a hug to a full-size Curious George and take a picture! Our youngest visitors will enjoy our busy wall activities for babies and toddlers.

Mini Golf

Use pipes, ramps, funnels, turntables, bumpers and force to experiment with physics and engineering as you putt through three holes of mini golf.

Space Rocket

Climb into the rocket Curious George took on his space adventure! Catch a glimpse of George in his space suit then take a picture from the control station and e-mail it home.

Farm

Take a vacation to the country and visit the farm. Experience cause and effect and use wind power to move yard art like whirligigs, windmills, windsocks, and wind chimes. Build your own whirligig or windsock and care for the farm animals.

Museum within the Museum

Learn new things about Curious George when you visit the Museum within the Museum. Follow H.A. and Margret Rey's work, the escape from France to safety during World War II that saved the Curious George manuscript, and Curious George throughout the years.

ABOUT THE MUSEUM OF DISCOVERY AND SCIENCE

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the nonprofit facility serves approximately 400,000 visitors annually. Major operational support for the Museum is provided through generous support by Leadership Guild members including: JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open seven days a week, 365 days a year; Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 6 p.m. Exhibit Admission is \$16 for adults; \$15 for

seniors 65+; \$13 for active/retired military personnel; \$13 for children 2 to 12. Children under 2 are free. The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, visitors should call 954.467.MODS (6637) or visit our web site at www.mods.org

About the CURIOUS GEORGE television series

CURIOUS GEORGE is an animated preschool television series that airs within the PBS KIDS hosted preschool block, and is based on the literary classic. In the series, Curious George uses his insatiable curiosity as a way of acquainting preschoolers with key concepts in math, science, and engineering. George's memorable (mis-)adventures—from dismantling clocks to rounding up errant bunnies—offer a perfect vehicle for motivating kids to expand their own investigations of the world. William H. Macy narrates.

CURIOUS GEORGE is a production of Imagine Entertainment, WGBH Boston, and Universal Studios Family Productions. Executive producers are Ron Howard (Imagine), Brian Grazer (Imagine), Ellen Cockrill (Universal), Carol Greenwald (WGBH), David Kirschner and Jon Shapiro. Funding for CURIOUS GEORGE is provided by public television viewers. Corporate funding is provided by Shea Homes. The CURIOUS GEORGE Web site is pbskids.org/curiousgeorge. Curious George and related characters, created by Margret and H.A. Rey, are copyrighted and trademarked by Houghton Mifflin Company and used under license. Licensed by Universal Studios Licensing LLLP. Television series: © 2007. Universal Studios. All Rights Reserved.

About Universal Studios Consumer Products Group

Universal Studios Consumer Products Group is responsible for global licensing and retail strategies as well as building brand recognition of the extensive catalogue of NBC Universal properties. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi.

About Houghton Mifflin Trade and Reference Division

Houghton Mifflin's Trade and Reference Division publishes adult, juvenile, and reference books. Its adult titles encompass literary fiction and a broad spectrum of nonfiction. Houghton Mifflin's children's lists include numerous Newbery and Caldecott Medal winners and constitute one of the richest backlists of children's literature in the industry.

About Houghton Mifflin Company

Boston-based Houghton Mifflin Company is one of the leading educational publishers in the United States, with more than \$1.4 billion in sales. The Company publishes a comprehensive set of educational solutions, ranging from research-based textbook programs to instructional technology to standards-based assessments for elementary and secondary schools and colleges.

The Company also publishes an extensive line of reference works and award-winning fiction and nonfiction for adults and young readers. In 2006, Houghton Mifflin merged with Riverdeep, bringing together one of the most respected print publishers with the leader in interactive courseware. With origins dating back to 1832, Houghton Mifflin combines its tradition of excellence with a commitment to innovation. To learn more about Houghton Mifflin, visit www.hmco.com.

Curious George™: Let's Get Curious! Photos:

<https://www.dropbox.com/sh/h8ojhenx5kxhah8/AAB529iLbn8ywrDc2wkzjtIMa?dl=0>

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