

# Press Release



## For Immediate Release

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## Put your best moustache forward at the Mississippi Children's Museum for Dr. Seuss' birthday

*The Mississippi Children's Museum provides children an opportunity to experience characters from some of Dr. Seuss' most-beloved books.*

Jackson, Miss. (February 19, 2014) – Wrap up Read Across America Week in Dr. Seuss style at the Mississippi Children's Museum (MCM)! Dr. Seuss' famous and infamous characters will be joining MCM for a day of play and celebration on Saturday, March 1 from 10 a.m.-4 p.m. for the museum's 4<sup>th</sup> annual *Dr. Seuss' Silly Birthday Celebration*.

As in Dr. Seuss' whimsical world of children's literature, "from there to here, and here to there, funny things are everywhere!" MCM will have lots of fun and funny things to do throughout the museum. Visitors will be able to participate in ooey, gooey oobleck experiments, green eggs and ham cooking demonstrations, *Green Eggs and Ham* yoga, Dr. Seuss story times, a Wocket in my Pocket scavenger hunt and more fling-flang fun! The museum is encouraging visitors to compete for the best Lorax moustache at 12:30. Visit the MCM website for the Lorax moustache template. The finalist will win a prize full of Seuss silliness!

"We look forward to this day every year. It is a great time to celebrate one of the most famous children's book authors and celebrate literacy," said Susan Garrard, MCM President/CEO. "Events like *Dr. Seuss' Silly Birthday Celebration* provide children with an opportunity to experience literacy come to life off the pages of a book."

MCM strives to address Mississippi's literacy disparities through a unique play-based approach to learning—implemented through innovative programs, special events and permanent exhibitions targeted to reach children during critical learning years.

*Dr. Seuss' Silly Birthday Celebration* is sponsored by Paul Moak Subaru and WJTV News Channel 12. All activities are free with paid admission to the museum. For more information about MCM's literacy initiative, visit [www.mschildrensmuseum.com](http://www.mschildrensmuseum.com).

## About the Mississippi Children's Museum

The Mississippi Children's Museum (MCM) is a 501(c)3 nonprofit organization dedicated to fostering in its visitors a passion for lifelong learning, improving the health and well-being of Mississippi children, and instilling a sense of state pride in all Mississippi residents. The mission of MCM is to provide unparalleled experiences that ignite a thirst for discovery, knowledge and learning in all children. The goal of MCM is to inspire Mississippi's children from all backgrounds to discover and achieve their potential. The 40,000 square foot museum is designed around five primary initiatives, with correlating exhibits, programs and outreach efforts. These initiatives include: Literacy, STEM, Health and Nutrition, Cultural Arts and Mississippi Heritage—the keys to helping our children mature into healthy and productive adult learners. Museum exhibits provide engaging, explorative, hands-on educational activities for children of all ages. To learn more about MCM visit [www.mschildrensmuseum.com](http://www.mschildrensmuseum.com).

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