



Mississippi Children's Museum Presents Brand-New Holiday Exhibit, *Journey to the North Pole*

MISSISSIPPI CHILDREN'S MUSEUM

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The Mississippi Children's Museum (MCM) has, since its opening in 2010, provided unique and high-quality experiences to the children, families and educators of the Magnolia state through special events, unique programming and distinguished guests.

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This year, MCM has taken on the new and exciting opportunity of designing their very own, one-of-a-kind holiday exhibit, *Journey to the North Pole*. The design and exhibits team at MCM has partnered with Davaine Lighting, A Plus Creative & Signs and ADEX International Exhibit Fabrication of Cincinnati, Ohio, to create a holiday experience unlike any other provided for families and children in Mississippi.

MCM Assistant Director of Exhibits, Samantha King discussed the exhibition development process, "This is a new project for our staff and the first time we have developed an exhibit of this scale, in-house. We are so excited to provide this unique and imaginative experience to all of our visitors and families for the holiday season."

Drawing inspiration from lessons in navigation and geography along with traditional holiday literature, *Journey to the North Pole* is set to transform the 1800 feet of MCM space into a magical winter village of twinkling lights and train cars. Only a few feet from the entrance into the exhibit will also be a 45-foot slide down the center staircase of the museum, the *Snowflake Slide*.

"Working with a variety of creative partners has made the development of this exhibit especially exciting. I can't wait to see families and children enjoying the result of this collaborative effort", said Marion Steckler, MCM's Design Manager.

Journey to the North Pole will provide special times for children to have their photo with Santa, build a Gingerbread House with family members or attend special late-night PJ parties with hot cocoa and visitors from the North Pole. The exhibit grand opening for MCM Members will be held on November 20th and will then be open to the public and school groups until January 7th. *Journey to the North Pole* provides the perfect opportunity for your family's newest annual holiday tradition, your child's holiday party, and the perfect backdrop for your holiday card photo.

About the Mississippi Children's Museum

The Mississippi Children's Museum (MCM) is a 501(c)3 nonprofit organization that provides unparalleled experiences that ignite a thirst for discovery, knowledge, and learning in all children. MCM is dedicated to inspiring Mississippi's children from all backgrounds to discover and achieve their potential. The museum features 40,000 square feet of exhibit space designed around five primary initiatives: Literacy, STEM, Health and Nutrition, Cultural Arts, and Mississippi History. The museum's exhibits, programs, and outreach opportunities provide engaging, explorative, hands-on educational activities for children of all ages. To learn more about MCM visit www.mschildrensmuseum.org.

About Davaine Lighting

Davaine Lighting is a leading expert in event lighting design, technology and production. We have built a reputation for providing our customers innovative and creative event lighting solutions combined with five-star customer service. Our first and foremost goal is to make your next event a remarkable and memorable engagement. Founded by Stephen Davaine Barnette, our staff offers more than 20 years of combined experience in event design, theatrical lighting and live entertainment production. From planning to execution, Davaine Lighting can provide leading edge event lighting services for a diverse range of events.

About A Plus Creative & Signs

A Plus Creative & Signs is a unique alliance of top creative talent with vision + passion + a proven track record of success= outstanding results. They focus on retail fashion, beauty and lifestyle, produce top of the line branded, innovative and engaging promotional content for all consumer categories and across all media platforms, offer flexible client solutions + competitive rates + disciplined execution and have expertise in omni-channel retail marketing strategies and execution from social media to in-store activation.

About ADEX International Exhibit Fabrication

Established in 1978, ADEX International specializes in integrated, interactive and awe-inspiring 3D environments and displays- built with an emphasis on brand engagement and providing our clients with a competitive advantage.

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