



Mississippi Children's Museum Opens Holiday Exhibit, *Journey to the North Pole*

MISSISSIPPI CHILDREN'S MUSEUM

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Mississippi Children's Museum's (MCM) *Journey to the North Pole* exhibit opens November 20 to kick-off your holiday fun! Based on cherished holiday traditions, *Journey to the North Pole* transforms MCM's Gertrude C. Ford Exhibition Hall into a magical winter wonderland of snowy skies, twinkling starry lights, and climb-on train cars.

Outside of the exhibit hall, guests will be invited to ride down our enchanting 45-foot Snowflake Slide which cascades over the central staircase of the museum, and is available for children (and their adults!) 36" or taller. New this year, children under 36" can enter nearby Santa's Stable to ride down a secret slide with reindeer and elves watching nearby or build a life-size gingerbread house!

Drawing inspiration from lessons in navigation and geography along with traditional holiday literature, *Journey to the North Pole* is a place where children can don a conductor's cap and find tickets for their next railroad adventure. While listening to the sounds of a bustling train station they can toot Santa's Steam Engine horn, climb aboard a dining car to serve lunch, or enjoy a holiday story in the reading car. An expansive train table, complete with snowy buildings and lots of child sized train cars, will thrill train enthusiasts with hands-on imaginative play.

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 19 and will then be open to the public and school groups until January 6. *Journey to the North Pole* provides the perfect outing for family fun, your child's birthday party, and a magical backdrop for your special family photo.

Be sure to visit *Journey to the North Pole* between November 20-January 6 for a holiday experience unlike any other in Mississippi! This one-of-a-kind holiday exhibit, was designed by MCM's in-house creative team in partnership with Davaine Lighting, A Plus Creative & Signs and ADEX International Exhibit Fabrication of Cincinnati, Ohio.

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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