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***HANDS-ON HARLEY-DAVIDSON™* ROARS INTO CHILDREN'S MUSEUM**

Exhibit Helps Combat Summer Learning Slide with Summer STEM Fun

The fun level revs up at Long Island Children's Museum when *Hands-On Harley Davidson™* takes up residence for the summer. With a kid-sized engineering lab and motorcycle dealership, this one-of-a-kind visitor experience lets kids (and adults!) Dream It! Build It!...and Ride It! Created by the Betty Brinn Children's Museum in partnership with the Harley-Davidson Motor Company, *Hands-On Harley Davidson* focuses on science, technology, engineering and math (STEM) education. The traveling exhibit opens Saturday, June 23 and runs through Sunday, September 2.

"The roar of a motorcycle is a sound we associate with the season as many Long Islanders take to the highways to enjoy summer sights," says LICM Director of Education Aimee Terzulli. "This exhibit lets children get up close with these fascinating vehicles and explore the science behind those exciting sounds."

The exhibit features three interactive theme areas that take visitors from the drawing board to the open road:

DREAM IT!

- **Machines in Motion** - As a design engineer, learn how acceleration, speed, friction and gravity affect a motorcycle in motion.
- **Go Global** -Choose a motorcycle tour using an interactive world map to learn about your bike's mechanical systems, solve math challenges and see fantastic destinations.
- **Gear Up** - Step into a pretend dealership and select an interactive video to learn about the riding gear that will keep you safe, warm...and dry!

BUILD IT!

- **Motorcycle Mechanics** - Learn about engine parts and how they work together to create a smooth and safe ride. View real motorcycle mechanics hard at work in a dealership service department.

- **Build-it Bay** -Amazing kid-sized motorcycles inspired by a real Harley-Davidson® Road King® let you build your dream-ride using interchangeable custom motor parts and accessories.
- **Custom Shop** - Style your ride with magnetic flames, Harley-Davidson® logos, saddle bags and a personalized license plate!

RIDE IT!

- **Safety First**-Role-play as a motorcycle-riding community service officer, complete with a “see yourself” monitor and videos that help you learn about traffic safety, hand signals and preparing for a trip. Helmets, pretend gear and service officer decals for your bike (and flashing lights!) are available.
- **Let’s Ride**-A first-person riding experience, including a throttle to control the speed of your bike, working turn signals, costumes, audio effects—and the wind in your face —complete the ultimate ride experience!
- **Off-Road Recreation** -A multilevel play space, created with real Harley-Davidson® motorcycle parts, accessories and sounds complements the pretend dealership.

Terzulli believes that both children and adults will greet the exhibit’s timing with roaring approval. “Kids are innately drawn to the look, sound and power of these vehicles,” she says. “Adults like all those same things, as well as the fact that their children are being introduced to the laws of physics as they create a series of motorcycle ramps, jumps and curves. It’s a perfect choice to combat concerns of a summer learning slide,” she adds.

LICM has planned a variety of complementary workshops over the summer to extend the themes introduced in the traveling exhibit. Upcoming programs include **Zooming with Color and Friction** (Tuesday, July 24 and Tuesday, August 28), **Ready Set Go!** (Friday, July 13 and Thursday, August 9) and **Build-Your-Own Motorcycle** (Monday, July 16 and Wednesday, August 15).

ABOUT LONG ISLAND CHILDREN’S MUSEUM

The mission of the Long Island Children’s Museum is to connect all our communities’ children, and those who care for them, to a life of wonder, imagination and exploration. At LICM, children discover their passions and their relationship to the world we share. The 40,000-square-foot museum welcomes nearly 250,000 children and adults annually. The private, not-for-profit institution chartered by the New York State Board of Regents, offers museum-based educational programs and cultural experiences, as well as an extensive community outreach program offered in schools, libraries and youth centers across Long Island. The Museum is the recipient of the 2012 National Medal for Museum & Library Service, the highest honor conferred on museums for extraordinary civic, educational, economic, environmental and social contributions.

ABOUT THE HARLEY-DAVIDSON FOUNDATION AND HARLEY-DAVIDSON

The Harley-Davidson Foundation seeks to meet the basic needs of the communities where we work, improve the lives of our stakeholders and encourage social responsibility.

Established in 1993, The Foundation pursues partnerships with charitable organizations focused on education, health and the environment.

Harley-Davidson Motor Company produces heavyweight custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson® motorcycle parts, accessories, riding gear and apparel, and general merchandise. For more information, visit Harley-Davidson's website at www.harley-davidson.com.