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LONG ISLAND CHILDREN'S MUSEUM CELEBRATES 25 YEAR MILESTONE Marks Birthday with Visitor Events Over 25 Weeks

Curiosity, perseverance and prototyping are attributes seen at Long Island Children's Museum every day as young visitors discover new ideas, practice skill building and put them into practice. Those same attributes were in evidence at the Museum's start when LICM founders asked "Why not here?" "What will it take?" "Why can't we?"

Since opening its doors in 1993 in 5,000-square-feet of donated space, the Museum has grown into a premiere institution recognized nationally for its award-winning exhibits and programs and expansive community outreach initiatives. LICM will be celebrating these achievements during its 25th Birthday Celebration commencing in November.

The Children's Museum will celebrate with 25 special events, throwback moments and deals and discounts over 25 weeks. The celebration will begin with the "**Ultimate Birthday Bash**" on November 17-18, featuring themed crafts, live performances and demonstrations, face painting, party treats and a house DJ. Pay-one-price event ticketing is required for the Ultimate Birthday Bash. (Special museum hours will be in effect that weekend: 12-5 p.m.)

The Museum will roll back its admission cost to 1993 pricing (\$5/person) for families visiting on LICM's actual birthday (**November 21**). Popular performers and productions will return to the LICM Theater during the 25-week celebration. A new traveling exhibit, TINKERTOY®: Build Your Imagination™ was selected for a residency with the 25th birthday in mind. Programming has been planned to mark other notable birthdays, including Martin Luther King Jr. (January), Dr. Seuss (March) and Willem de Kooning (April). The Museum's 25th Birthday Celebration will conclude with its annual Cupcakes & Cocktail fundraiser on May 9.

The Children's Museum is recognized as Long Island's "most visited" museum, having welcomed more than 4.8 million visitors since it opened in 1993. That number includes those who are now bringing their own little ones, as well as taking up staff positions at

the Museum. To mark this passage of time, “second gen” visitors will be encouraged to recreate their museum memories as part of a social media photo campaign.

“The Museum staff and board of trustees have work tirelessly over 25 years to create a place that is both *safe* and *challenging* for children and that is *responsive to* and *responsible for* our community.” explains LICM President Suzanne LeBlanc. “From the beginning,” LeBlanc notes, “the Museum was committed to providing a space that brought people together and where children would see themselves, their culture and their traditions reflected. A celebration for the community is the best way to commemorate this milestone,” she concludes. LeBlanc will be celebrating a milestone of her own in November; her 13th year at the helm of the Children’s Museum.

Milestones Reached During 25 Years:

- Recipient, National Medal for Museum & Library Services – presented annually to institutions that exceed expected levels of community outreach and contribute significantly to the wellbeing of their communities.
- Recipient, Bank of America “Neighborhood Builders” Award – presented annually to the nation’s most impactful not-for-profits.
- Welcomed 4.8-plus million visitors; including more than 1 million students on field trips
- Raised \$17 million to build 40,000-square-foot permanent home on Museum Row; launching Museum Row as a cultural destination
- Community Outreach Initiatives support thousands of children across Long Island:
 - Nearly 700 children and their caregivers have participated in LICM’s dual-language kindergarten-readiness program.
 - More than 15,000 first and second graders in Westbury School District receive STEM (science, technology, engineering and math) educational enrichment.
 - Over 3000 children with neurodivergences or limited mobility and their families have experienced the Museum through the LICM4all program.
- Presented more than 40 new exhibit experiences to visitors.

Individuals and corporations wishing to give the Children’s Museum a “birthday gift” may do so through its donation page at licm.org/25th

About the Long Island Children’s Museum

The mission of 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.