



Contact: Maureen P. Mangan

Direct Line: 1-516-224-5828

"CLASSIC" EXHIBIT COMPLEMENTS MUSEUM'S MILESTONE

TINKERTOY: Build Your Imagination in Residence for LICM's 25th Birthday

As Long Island Children's Museum began planning for its 25th birthday season, the choice of what exhibit should take up residence in its traveling exhibit gallery moved center stage. What would best represent the creativity, ingenuity and problem-solving the Museum inspires? What theme would have broad appeal to the inter-generational audience that LICM draws? What exhibit would highlight twenty-five years of relevance to families? The answer was found in *TINKERTOY®: Build Your Imagination*,™ which will open to the public on Saturday, September 22 and be in residence through Sunday, January 6, 2019

"We can't think of a better exhibit choice as the Museum celebrates a milestone birthday than this one," explains LICM President Suzanne LeBlanc. "The exhibit mirrors the Museum's learning approach through its open-ended play qualities and focus on innovation and technological inquiry."

The 1,500-square foot exhibit, targeted to children ages 3-10, was developed by the Betty Brinn Children's Museum in collaboration with GE and PLAYSKOOL®, the infant/preschool toy division of Hasbro, Inc. (NYSE: HAS). Visitors to the exhibit will enjoy a variety of activities that promote imagination and collaboration:

- **The Welcome Gallery** - The *Welcome Gallery* celebrates the TINKERTOY legacy through a retrospective of the toy's history, and highlights GE technologies that improve communities around the globe every day.
- **Invent** – Children are encouraged to think about where ideas come from, and to explore the emerging field of biomimicry – nature's influence on design. Visitors can match real inventions with their natural inspiration and create a design of their own.
- **Collaborate** – Dual-sided panels allow visitors to work independently or with a partner to create TINKERTOY designs.
- **Energize** – Children can explore GE's commitment to renewable energy as they use a kid-powered fan to test their own wind-powered TINKERTOY creations.
- **Change** – A Rube Goldberg-like contraption illustrates the power of creative thinking and how simple mechanisms work. The activity lets children select and position words

to build silly – but thought provoking sentences that serve as the springboard for innovation.

- **Process/Connect** – TINKERTOY-inspired equipment lets children explore the concept of filtration, while a companion activity invites them to build ball tracks that illustrate how GE technologies help address the challenge of providing clean water. Finding the correct path through a graphic maze addresses children’s immediate question: “Where does the water go?”
- **Develop** – Visitors will enjoy filling a life-size human form with TINKERTOY hubs, providing a great photo opportunity and revealing the elements of a healthy lifestyle – and emptying the piece is fun, too! A special rotating TINKERTOY hub array inspires children to consider the impact of their personal choices, highlighting one of our most important responsibilities: taking care of ourselves so that we can do anything!
- **Create** – This open play area reserved for children age 3 and older features a spectacular assortment of TINKERTOY pieces – the perfect place to build their imagination. Pictures of remarkable TINKERTOY creations and special tips provide guidance and inspiration.
- **The Tinker Tank** – A walk-in size replica of a TINKERTOY canister is the starting point for the exhibit’s challenging scavenger hunt, a must for those with an eye for detail and a nose for knowledge! The Tinker Tank contains a variety of educational materials that attest to the impact of unconventional ideas on some of the world’s greatest – and strangest – inventions, and serve as a reminder that “If at first you don’t succeed...”

Long Island Children’s Museum will kick off the celebration of its 25-year history with the **Ultimate Birthday Bash** on November 17-18 and present themed workshops, performances and special events over the next 25 weeks, culminating with its annual fundraiser **Cupcakes & Cocktails** in May 2019.

The *TINKERTOY®: Build Your Imagination™* exhibit was developed by the Betty Brinn Children’s Museum in collaboration with PLAYSKOOL® and GE. TINKERTOY is a trademark of Hasbro, Inc. and is used with permission. © 2018 Hasbro. All Rights Reserved.

About the 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 Betty Brinn Children's Museum

The Betty Brinn Children's Museum is a private, nonprofit organization dedicated to providing educational resources that promote the healthy development of children in their formative years – from birth to age 10. The Museum's mission is supported by the development of age-appropriate, hands-on exhibits and programs for children, and adult education programs that focus on early childhood brain development, learning styles, parenting skills and how the Museum environment can be used to promote a young child's cognitive, emotional, social and physical growth. The Museum has benefited more than 2.2 million children and adults since opening in 1995.

About the General Electric Company GE (NYSE: GE) is a diversified infrastructure, finance and media company taking on the world's toughest challenges. From aircraft engines and power generation to financial services, medical imaging, and television programming, GE operates in more than 100 countries and employs about 300,000 people worldwide. For more information, visit the company's Web site at www.ge.com.

About PLAYSKOOL®

Since 1928, PLAYSKOOL, the infant/preschool toy division of Hasbro, Inc. (NYSE: HAS), has provided toys that help infants, toddlers and preschoolers develop and learn as they play. PLAYSKOOL believes that play is the first and most important building block for all learning, and encourages parents and grandparents to play with their children every day.

About Hasbro, Inc.

Hasbro, Inc. (NYSE: HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.