

# The Adventures of Mr. Potato Head



## For Immediate Release

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### Children's Museum Opens

#### ***The Adventures of MR. POTATO HEAD*** Exhibition January 25

*Interactive, educational experience runs through May 11 and focuses on early childhood learning*

WINNIPEG, MB - Families won't want to miss *The Adventures of MR. POTATO HEAD*, a new interactive travelling exhibition that will debut at the Children's Museum on January 25 and run until May 11.

The much-loved MR. POTATO HEAD character will lead young visitors and parents on a number of fun and educational adventures. From trips to outer space to jungle safaris and archeological digs, each activity will provide children with engaging learning experiences.

The exotic and fanciful exhibition is designed to develop school readiness and academic skills for young children, focusing on literacy, problem solving, mathematics, science, and social studies.

The 2,500 square foot exhibition, targeted to children 9 and under, was created by the Betty Brinn Children's Museum in collaboration with PLAYSKOOL, the infant/preschool toy division of Hasbro, Inc. (NYSE: HAS). Visitors will find interactive play areas within the exhibition, including:

- **WELCOME!** – The fun begins with an awe-inspiring collection of MR. POTATO HEAD parts and accessories as well as an anthology to depict the character's wild adventures. Special books let visitors see themselves wearing different hats at future careers in the *What's Ahead for You?* activity.
- **SPACE S.P.U.D. (Space Potatoes United for Discovery)** – Here, visitors can join Commander MR. POTATO HEAD aboard the S.P.U.D. space station, where they'll learn about repair and maintenance to the station. Children can sit in and control their journey from the commander's chair, use the intergalactic translator, explore the galaxy, and conduct experiments at the isolation glove box.
- **SPUD QUEST** – While on an archeological dig in search of the statue of King Tato, visitors will need to decipher "tatoglyphs" and solve mazes to find the statue's secret caché. Guests will use special maps to explore the treasure chamber and excavate the dig site to uncover fun artifacts from the King's past, while reconstructing the King's crown and weighing the discoveries in MR. POTATO HEAD's research tent.
- **SPUD OVERBOARD** – Ocean explorer Jacques Coustato will take visitors on an underwater adventure where they can build fanciful reefs, meet a friendly octopus and wise clam, and enjoy simulated snorkeling adventures. Guests will learn by finding small surprises and a sea horse race in the kelp bed, operating the spud sub, experimenting with sounds from above and below the waves, and generating underwater sparkle using the sub's disco-ball antenna.
- **SPUD SAFARI** – Finally, while roaming the jungle with MR. POTATO HEAD, visitors can enjoy a pretend mudslide or venture inside a cave in search of mysterious objects. Guests should listen carefully to identify sounds in the jungle, discover camouflaged and hidden creatures, and gain a different perspective when they use special lenses and cameras to see the world through the eyes of silly birds, bugs and animals.

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*The Adventures of MR. POTATO HEAD* is sponsored by the Northwestern Mutual Foundation, with additional support provided by Debra Altshul-Stark and Brian Stark, and the Greater Milwaukee Foundation. Local tour sponsors include Wawanesa Insurance, Toromont CAT, Dubois Global Logistics Inc., Global Television Winnipeg, and 103.1 Virgin Radio.

The exhibition will open Saturday, January 25, with special activities and appearances of the MR. POTATO HEAD character available from 11:00AM-3:00PM. Media are welcome to attend and capture photographs or footage of the exhibition during this time. Interview accommodations can be booked in advance by contacting Lisa Dziedzic, Children's Museum Director of Marketing & Communications, at (204) 924-4011. (Please note: Due to staff availability, interviews will not be available on January 25 without advance booking arrangements.)

#### **ABOUT THE MANITOBA CHILDREN'S MUSEUM**

The Manitoba Children's Museum exists to spark kids' creative learning. As a non-profit charitable organization, we believe in the potential of all children and provide an interactive learning environment that nurtures the power of imagination and spirit of self-discovery. For nearly 30 years, we have been the place for families to play, laugh, learn and grow.

#### **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 almost 2 million children and adults since opening in 1995.

#### **ABOUT PLAYSKOOL & HASBRO**

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 everyday. Hasbro is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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