



For Immediate Release

May 21, 2015

HANDS-ON HARLEY-DAVIDSON™: SHOWCASING MOTORCYCLES AND THE SCIENCE THAT DRIVES THEM

An educational travelling exhibition on display at the Children's Museum from May 23 to September 13

WINNIPEG, MB - *Hands-On Harley-Davidson™*, with a kid-sized motorcycle dealership and engineering lab, is a one-of-a-kind visitor experience that lets kids (and adults!) Dream It! Build It!...and Ride It!

On display for the first time in Canada, this educational travelling exhibition will debut at the Children's Museum on Saturday, May 23 and run until Sunday, September 13.

Created in Milwaukee, Wisconsin 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. Curriculum-linked learning opportunities for pre-school and school age children and hands-on fun for everyone make it a great family experience.

The *Hands-On Harley-Davidson™* dealership features:

- Two kid-sized Road King®-inspired motorcycles with interchangeable parts, accessories and decals to customize your ride, realistic throttle action, working turn signals and sound effects that pair with first-person ride videos, a "see yourself" selection, and opportunities to learn about safety gear and getting ready to ride;
- An interactive world map that features some of the most beautiful and challenging motorcycle tours in the world, along with travel themed math challenges and graphics about motorcycle design and engineering;
- Service department videos, costumes, and large scale dealership photos for role play.

Along with the dealership, the exhibition includes a big engineering lab experience with tracks, loops, jumps that mimic your favorite skatepark, winding road, rollercoaster ride, or half-pipe. Three unique launchers, motion tracking software and room to build your own freestyle track makes the drop of a golf ball a different experience every time.

The *Hands-On Harley-Davidson™* national tour is sponsored by the Harley-Davidson Motor Company. The local tour is sponsored by The Winnipeg Foundation with support from Harley-Davidson Winnipeg, Len Dubois Trucking Inc., Toromont CAT, CIBC Wood Gundy, Global Television Winnipeg, 103.1 Virgin Radio, and Prairie Public.

- MORE -

National tour sponsored by



Local tour sponsored by



Local support provided by





EXHIBITION OVERVIEW

DREAM IT!

Machines in Motion

As a design engineer, learn how acceleration, speed, friction and gravity affect a motorcycle in motion. Conduct your own experiments to see what happens when you throttle-on, lean into a curve or descend a mountain road.

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! Now, get ready to...

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, including seats, mirrors, tail pipes and engine components.

Custom Shop

Style your ride with magnetic flames, Harley-Davidson® logos, saddle bags and a personalized license plate! Grab a vest and helmet, and get ready to...

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, service officer decals for your bike (and flashing lights!) are included.

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.

- MORE -

National tour sponsored by



Local tour sponsored by



Local support provided by





OPENING EVENT INFORMATION

Media are invited to join us on Saturday, May 23 between the hours of 11:00AM – 3:00PM for the opening celebration of *Hands-On Harley-Davidson™* and to see special guests, the *Guardians of the Children*, who will be onsite with their collection of Harley-Davidson® motorcycles outside the museum for photo opportunities. 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 May 23 without advance booking arrangements.)

ABOUT THE MANITOBA CHILDREN'S MUSEUM

The 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 THE HARLEY-DAVIDSON FOUNDATION AND HARLEY-DAVIDSON®

The Harley-Davidson Foundation seeks to meet the basic needs of the communities where they work, improve the lives of their 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.

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MEDIA CONTACT

Lisa Dziedzic, Director of Marketing & Communications
Children's Museum
(204) 924-4011
ldziedzic@childrensmuseum.com

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