

**FOR IMMEDIATE RELEASE**



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**Miami Children's Museum Opens the Door to  
The Adventures of MR. POTATO HEAD™ Exhibit January 22**

*- Interactive, educational experience runs through May 15<sup>th</sup> and focuses  
on early childhood learning -*

Calling all Spuds! Calling all Spuds! You're wanted at Miami Children's Museum!

The call has gone out and families throughout South Florida won't want to miss *The Adventures of MR. POTATO HEAD™*, a new interactive exhibit that will debut at the Miami Children's Museum on January 22<sup>nd</sup>. Sponsored by the Northwestern Mutual Foundation, the exhibit is scheduled to run through May 15<sup>th</sup> at Museum's Watson Island location.

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 exhibit is designed to develop school readiness and academic skills for young children, focusing on literacy, problem solving, mathematics, science and social studies. It is based on developmental milestones set by the National Association for the Education of Young Children and national academic standards.

The 2,500 square foot exhibit, targeted to children ages 3 – 8, was created by Milwaukee's 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 exhibit, 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, sponsored by Manpower Inc.
- **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.

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- **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 jungles 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.

*The Adventures of MR. POTATO HEAD™* is a marvelous adventure of self-discovery for the whole family, only at Miami Children’s Museum, 980 MacArthur Causeway on Watson Island in Miami, from January 22 – May 15, 2011. Entrance to the exhibit is included in each regular admission to the Museum. Admission is \$15 for adults and children, \$12 for Florida Residents, free for children under 1 year and admission for Members is complimentary. For more information contact the Museum at 305.373.KIDS (5437) or visit [www.miamichildrensmuseum.org](http://www.miamichildrensmuseum.org).

### **About Miami Children’s Museum**

Founded in 1983, Miami Children’s Museum is dedicated to enriching the lives of all children by fostering a love of learning and enabling children to reach their highest potential. Visitors of all ages are encouraged to play together, learn, imagine and create. The 56,500-square-foot facility includes 14 galleries, classrooms, and a 200-seat auditorium. The museum offers hundreds of bilingual, interactive exhibits; programs and classes, including special needs classes; Subway restaurant; KidSmart educational gift shop and learning materials related to arts, culture, community and communication. To learn more about the museum, please visit our website: [www.miamichildrensmuseum.org](http://www.miamichildrensmuseum.org).

Miami Children’s Museum receives both private and public funding. MCM is sponsored in part by the City of Miami; the Miami-Dade County Department of Cultural Affairs, the Cultural Affairs Council, the Mayor and the Miami-Dade County Board of County Commissioners; and the State of Florida, Department of State, Division of Cultural Affairs and the Florida Arts Council.

### **About the Northwestern Mutual Foundation**

The Northwestern Mutual Foundation has honored its mission — inspiring human potential through lifelong learning and community commitment — by granting support in three focus areas: Education, Health and Human Services, and Arts and Culture. The Foundation gives more money to support and develop the community than any other corporation in the state of Wisconsin, and has been a supporter of the Betty Brinn Children’s Museum since the museum opened in 1995. The Foundation’s support for the national tour of *The Adventures of MR. POTATO HEAD* reflects its confidence in the Betty Brinn Children’s Museum and its commitment to early childhood education.

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**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 everyday.

**About Hasbro**

Hasbro (NYSE:HAS) 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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