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FOR IMMEDIATE RELEASE

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New Kid-Friendly *I Spy* Activity Gives Pre-Readers a Chance to Dig Deeper Into Public Museum Treasures

Grand Rapids, MI (June 9, 2008) – The Public Museum has long been a place of fascination for young and old alike. And now the youngest visitors have even more to engage their interest. Based upon the popular Scholastic riddle books, a colorful new ***I Spy*** activity brings the treasures of the 154-year old attraction to a new level for those not yet able to read.

The ***I Spy*** game engages pre-readers in a visual quest through the interesting and exotic artifacts of the Museum's *Collecting A-Z* exhibit. Over the past few years, the twenty six alphabetical exhibits that make up the Public Museum's *Collecting: A-Z* series have provided visitors a view of the museum's extensive collections. Elementary school classes have also improved reading skills with exhibit artifacts, through the Museum's *Read & Connect Literacy Enhancement Programs*. From *A is for Automobiles* to *M is for Musical Instruments*, *F is for Fossils* to *Z is for Zoology*, the *Collecting: A-Z* exhibits offered something for almost everyone except the Museum's youngest visitors, who were still gaining the visual and cognitive skills necessary to read.

Made possible by gifts from the Betty Van Andel Memorial Fund, the new ***I Spy*** game is located near the *Collecting: A-Z Table of Contents* in the Van Andel Museum Center. Here youngsters can pick up a bag of ***I Spy*** cards at signs shaped like huge magnifying glasses. Bags contain different sets of cards marked with letters of the alphabet and illustrated with beautiful photographs of interesting items on display. Kids carry the bags with them and use their observation skills to hunt for the objects shown throughout the three floors of the Public Museum. Since different bags contain different sets of cards, families can repeat the game each time they visit! The ***I Spy*** game is free with paid general admission for Museum visitors of all



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ages. Guests are asked to return the bags to the big magnifying glasses located in the gallery or at the exit door near the Curiosity Shop.

The Public Museum is a collections-based educational organization that explores and celebrates the world and our place in it. Hours are Monday – Saturday 9:00 a.m. – 5:00 p.m., and Sunday 12:00 – 5:00 p.m. General admission is Adults \$8, Seniors \$7, Children \$3. Members are free.

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