

Press Release



Media Contact: Alison Segebarth, Marketing and Membership
asegebarth@dupagechildrensmuseum.org; (630) 637-8000, ext. 2600
For Immediate Release: Wednesday, October 29, 2008

[Editor's note: Photo jpeg attached to e-mail; caption included below.]

DuPage Children's Museum Hosts Manufacturers' Trunk Show

(Naperville, IL) – Families searching for innovative, educational toys and games to give as holiday gifts are invited to a Manufacturers' Trunk Show on Thursday, Nov. 6, 2008, offered through the Explorer Store located in DuPage Children's Museum in Naperville.

“DuPage Children's Museum exhibits and programs encourage young children to think creatively and critically about the world around them. In partnership with their parents and caregivers, they play with gears, shapes, tools, and sounds in order to develop skills related to math, science and the arts,” said Susan Broad, executive director of DuPage Children's Museum.

“This year, perhaps more than in previous years, parents are looking for suggestions for quality gifts that inspire learning and are a good value. The Manufacturers' Trunk Show is a unique opportunity to review and purchase age-appropriate toys, ask questions about the skills they are designed to build, and then explore interesting ways for children to use them,” she said.

Items stocked in the Explorer Store are carefully selected to be durable and long-lasting, and to build upon concepts introduced at the Museum that extend a child's learning experiences at home. All store profits, in turn, help support the Museum and its programs.

“The Manufacturers' Trunk Show enables the Explorer Store to offer an expanded selling area that includes the lower level of the Museum. During this event, families have a unique opportunity to purchase special items in extended product lines not normally stocked in our store,” said Linda Miller, manager of retail operations at DuPage Children's Museum.

Participation by more than 25 manufacturers includes specialty brands like *Melissa & Doug*, *Alex*, and *Learning Resources*, as well as newer, rising stars like *Barefoot Books* and *Little MissMatched*. Show specials will be offered in the store, as well as in the expanded shopping area in the lower level of the Museum.

- more -

Admission is never charged to shop at the Explorer Store. The public is welcome to visit the Manufacturers' Trunk Show during the store's shopping hours from 9 a.m. – 8 p.m. on Nov. 6. DuPage Children's Museum members receive a 10 percent discount on their purchases in the store and at the Manufacturers' Trunk Show. Free gift wrapping will be offered with each purchase.

DuPage Children's Museum helps develop curiosity, creativity, thinking and problem solving in young children via interactive exhibits and programs that make learning fun for children and adults playing together.

The Museum is located at 301 N. Washington Street in Naperville, Illinois, a quick walk from the Naperville Metra train station. Parking is free, and the building is wheelchair accessible.

DuPage Children's Museum is a top Chicago area cultural attraction *where learning comes in to play*™! For information about hours, museum admission, and membership packages, visit www.dupagechildrensmuseum.org or call (630) 637-8000.

###



Caption for Manufacturers' Trunk Show Photo:

IMAGINATIVE PLAY – Linda Miller, manager of retail operations at DuPage Children's Museum, twists and wraps fuzzy "noodles" into play shapes as she tests out a product line by Brain Noodles, LLC, to be available for purchase during the Manufacturers' Trunk Show hosted by the Museum's Explorer Store on Nov. 6, from 9 a.m. – 8 p.m. All profits help support DuPage Children's Museum.