

# Press Release



**Media Contact:** Alison Segebarth, Marketing and Membership  
[asegebarth@dupagechildrensmuseum.org](mailto:asegebarth@dupagechildrensmuseum.org); (630) 637-8000, ext. 2600  
**For Immediate Release:** Monday, November 2, 2009

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

## DuPage Children's Museum Hosts Toy Manufacturers' Trunk Show SALE

(Naperville, IL) – The largest selection of the latest specialty toys will be available to the public when DuPage Children's Museum's Explorer Store hosts its second annual Toy Manufacturers' Trunk Show SALE this Friday and Saturday, November 6 and 7, 2009. The Museum shines its spotlight on the Explorer Store as it takes over the Museum's Lower Level for two days to house hundreds of products not normally stocked in the store.

"The show was a huge success last year, so we extended it another day and vastly expanded our inventory." Linda Miller, Explorer Store Manager, added, "We're featuring more than 25 manufacturers as they reveal their latest specialty toys, games, puzzles and books. Shoppers can watch representatives demonstrate these new toys and get gift recommendations for kids of all ages and interests."

Toys sold at the Explorer Store allow visitors to take the Museum experience home with them. Miller said, "Shoppers have been very pleased with the variety of puppets and role play costume toys that we've added to support the theatrical play experience that children find in our new *The Play's the Thing!* exhibit."

Buyers will receive twenty percent discounts on most items. A few exceptions apply and other discounts are not available during this special event. Free gift-wrapping service will be offered for all purchases.

Admission is never charged to shop the Explorer Store and the public will be welcomed to shop on Friday, November 6 from 9 a.m. – 8 p.m. and Saturday, November 7 from 9 a.m. – 5 p.m. Some featured brands include favorites like *Melissa and Doug* and *Learning Resources* and newer lines such as *Sandlock*, makers of *Bubber*, a new modeling compound; and *PlanToys*, makers of a broad selection of high-quality wooden toys.

Gift memberships and museum passes will be available for purchase as well. Shoppers will also be able to make reservations to Bubble Bash 2009, the Museum's annual family-friendly New Year's Eve countdown-to-noon celebration.

- more -

Proceeds from the Explorer Store sale help support the Museum's programs and mission to stimulate curiosity, creativity, thinking and problem solving in young children via interactive exhibits and programs that make learning fun for children and their adult learning partners. Toys offered at the sale meet the Explorer Store's high standards of quality and durability and allow children to extend the learning experiences they have in the Museum at home.

The Museum is located at 301 N. Washington Street in Naperville, Illinois. It's a short walk from the train station. Take the Metra BNSF Aurora line to Naperville. Parking is free and the building is wheel chair accessible.

DuPage Children's Museum is a top Chicago area cultural attraction ...where learning comes in to play™! For more information, please call 630-637-8000 or visit [www.dupagechildrensmuseum.org](http://www.dupagechildrensmuseum.org).

###



**Caption for Toy Manufacturers' Trunk Show Photo:**

IMAGINATIVE PLAY – Linda Miller, Manager of Retail Operation at DuPage Children's Museum Explorer Store, dresses up to read a special story to several furry friends to showcase some of the vast variety of new toys that will be available for purchase during the Toy Manufacturers' Trunk Show SALE hosted by DuPage Children's Museum Explorer Store this Friday, Nov. 6 from 9 a.m. – 8 p.m. and Saturday, Nov. 7 from 9 a.m. – 5 p.m. All profits help support DuPage Children's Museum.