



FOR IMMEDIATE RELEASE
December 10, 2008

Contact: Kevin Sullivan
President and CEO, The Children's Museum
ksullivan@thechildrensmuseumct.org, 860.231.2824

**THE CHILDREN'S MUSEUM RUNS TOY DRIVE
TO BENEFIT WTIC-AM'S HOLIDAY STORE
AND THE SALVATION ARMY**

WEST HARTFORD, December 10, 2008 – The Children's Museum is collecting unwrapped toys for the WTIC-AM Holiday Store. All Museum staff and visitors are encouraged to join the toy drive.

"We got the idea from Ray and Diane's morning show," said Kevin Sullivan, President and CEO. "We know the educational benefits of play better than anyone, so a toy drive is a perfect fit for The Children's Museum."

The WTIC-AM Holiday Store provides food, clothing, and toys for The Salvation Army. These donations help needy families in Connecticut get through the holiday season.

Visitors to The Children's Museum can leave donations in the Museum lobby or at Roaring Brook Nature Center in Canton through December 21, 2008.

The Children's Museum offers hands-on science exhibits, live animals, out-of-this-world digital planetarium shows, and programs for younger children and families. With over 210,000 visitors annually, it is one of Connecticut's top museum attractions. The Children's Museum is located at 950 Trout Brook Drive in West Hartford. More information is available at www.TheChildrensMuseumCT.org.

###