

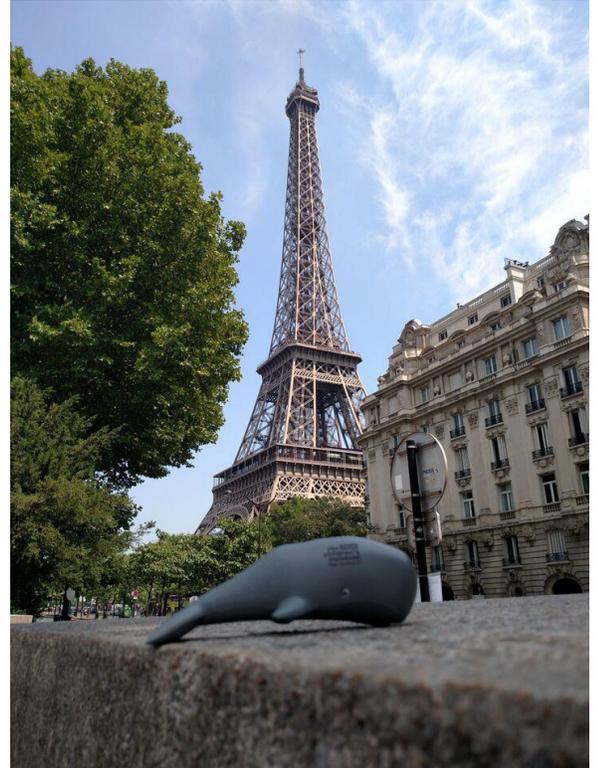


The New Children's Museum's Conny the Whale wants to travel with you

Let's see how many places Conny can go before he hits the big 4-0!

WEST HARTFORD, Conn (July 27, 2015) – This spring, the iconic whale sculpture in front of The New Children's Museum will turn 40 years old. The Museum is celebrating the "Year of Conny" through family programs, including the "Where in the World is Conny?" fundraiser and social media campaign. Visitors are encouraged to purchase a Conny the Whale stress toy from the Museum, bring Conny with them in their travels, and photograph Conny's adventures.

The Museum's "Where in the World is Conny?" fundraiser and social media campaign began in June and will continue throughout the year. For a minimum \$5 donation, guests can buy their own Conny the Whale stress toy. Patrons are encouraged to take photos of Conny visiting new places and share the photos on social media using the hashtag #YearofConny. The New Children's Museum's Facebook album "Where in the World is Conny?" as well as its Instagram feed (username @TheChildrensMuseumCT) feature user-contributed photos of Conny's adventures, which include stops around West Hartford, Vermont, and even Paris, France!



Conny the Whale has long been the face of The New Children's Museum. Conny is a life-sized replica of Connecticut's state animal, the sperm whale, and was named after the state of Connecticut. The sculpture was built by a dedicated group of local community members and partnering organizations in 1975-1976.

In preparation for his 40th birthday in May 2016, the Museum has teamed up with Cetacean Society International (CSI) to offer a year of fun, educational programs for children and families. The Museum is also hosting onsite CSI meetings for individuals interested in becoming more involved in saving the whales.

This year, Conny will also serve as the birthday ambassador for other animals in the Museum's Wildlife Sanctuary. Families are encouraged to come celebrate a different animal's birthday each month with fun activities and demonstrations at the Museum. The Museum hopes to involve the community in celebrating Conny as an icon of both The New Children's Museum and the state of Connecticut.

The New Children's Museum is positioned as a premier STEAM education center, integrating science, technology, engineering, art, and math. Home to over 100 live animals, the Museum features hands-on science exhibits, out-of-this-world digital planetarium shows, and programs for young children and families.

The New Children's Museum and Roaring Brook Nature Center are the region's premiere destinations for science and nature exploration. The New Children's Museum and Preschool are located at 950 Trout Brook Drive in West Hartford and Roaring Brook Nature Center is located at 70 Gracey Road in Canton. More information, including upcoming Year of Conny events, is available at www.TheChildrensMuseumCT.org.

For more information on "Year of Conny" programs and partnerships, please contact Amy Kosciukiewicz at (860) 231-2830 x48 or akosciukiewicz@thechildrensmuseumct.org.

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