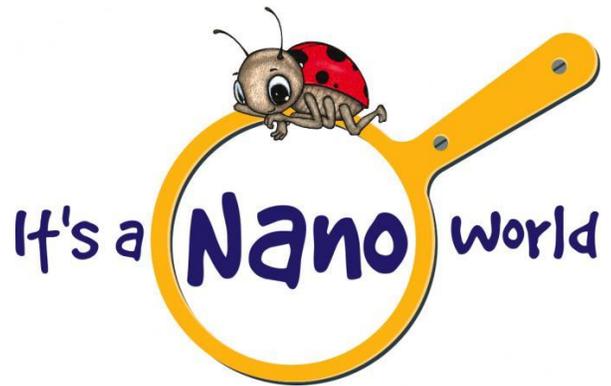


“It’s a Nano World” at The New Children’s Museum

WEST HARTFORD, Conn (September 15, 2014) – How many nanometers tall are you? How big is a blood cell? You’ll find out when The New Children’s Museum hosts a 3,000 square-foot interactive museum exhibit on the biological wonders of the nano world.

Opening September 20, *It’s a Nano World!* is a traveling exhibit on nanotechnology - owned, toured and managed by the Sciencenter in Ithaca, New York- that focuses on how scientists work with objects that are too small to see with the naked eye.

“This exhibit represents our vibrant educational approach to foster a lifelong interest in science and technology by teaching people of all ages about the nano world,” said Robert Griesmer, President and Chief Executive Officer of The New Children’s Museum.



Enter the gateway of "It's a Nano World" and be transported into the wonders of biology at the nanometer scale. Featuring many hands-on activities, visitors can view the nano world using a variety of tools. Look closer and view highly magnified photographs of familiar objects and uncover photos with decreasing levels of magnification until an easily recognizable item is revealed.

Watch a modified version of the *Powers of Ten* film by Ray and Charles Eames, a mesmerizing journey which takes viewers from a view of the earth from outer space all the way down into a human hand, and then down to the molecular level.

Measure your height to see if you’re over 1,000,000,000 nanometers tall. Look through giant magnifying lenses to see object details across the room. Compare the size of blood cells, a girl, a shoe, DNA, and an elephant. Discover amazing details of your own skin, hair, clothing, and more with these hand-held video microscopes.

See cells in motion and tiny tools videos in a theater environment which places you in the midst of a world of living, moving cells and then shows how scientists study them. Test and reinforce your knowledge of vocabulary and functions of various small things including germs, DNA, and different types of cells.

Learn as you play three different pinball-style games: Germ Launcher, Pollen Pinball, and Dust Tippy Table. Jump into a domed tent full of thousands of red plastic balls. The tent represents a drop of blood and each ball represents a red blood cell. Find the one or two fluffy "white blood cells."

Sponsorship opportunities are still available for this unique exhibit. *It's a Nano World!* provides a memorable opportunity to reach tens of thousands of attendees over the next twelve months with the exhibit being promoted statewide. The New Children's Museum works closely with corporate sponsors to carefully establish a comprehensive benefits package that ensures prominent visibility among a large and diverse audience.

For more information about sponsoring *It's a Nano World!*, contact Melanie Cecarelli, Interim Development Director at MCecarelli@thechildrensmuseumct.org.

The museum is home to over 100 live animals, including the now famous Fennec foxes, hands-on science exhibits, out-of-this-world digital planetarium shows, and programs for younger children and families. The Children's Museum and Roaring Brook Nature Center are the region's premiere destinations for science and nature exploration.

The Children's Museum is located at 950 Trout Brook Drive in West Hartford and at Roaring Brook Nature Center in Canton. More information is available at www.TheChildrensMuseumCT.org.

#

Editorial Contact:

Jennifer Toone, In Toone Communication

401-861-5052

jtoone@intoone.com