



Where Science and Nature Are Fun



Editorial Contact:

Jennifer Toone, In Toone Communication

401-861-5052

jtoone@intoone.com

FOR IMMEDIATE RELEASE

Your Vine Swinging, Treetop Soaring, 'Chimply' Adventure Awaits *The Children's Museum Introduces "Wild Chimp Challenge!"*

WEST HARTFORD, Conn (May 29, 2012) - Swing from vines, soar through treetops and "live chimply" this summer. On Saturday, June 16 The Children's Museum welcomes its latest interactive exhibit in the outdoor courtyard, "Wild Chimp Challenge!" Children perform feats of ape-like strength, agility, and communication to discover surprising similarities between humans and chimps.

Developed in collaboration with world-renowned primatologist Jane Goodall and the Jane Goodall Institute, "Wild Chimp Challenge!" brings the plight of the chimps closer to home, empowering museum visitors to make a positive difference.

Jane Goodall's life story and mission have special appeal for young people. They respond not only to her passion for and curiosity about animals, but to her courage and steadfast hope for a better world. Reaching out to young people is a high priority for Goodall, and conservation education is a critical part of JGI's work. It helps create the leaders of tomorrow through a global youth program, Jane Goodall's [Roots & Shoots](#) which nurtures values of civic responsibility, environmental stewardship, and peace.

"While the dinos will be with us throughout the summer, we're thrilled to be opening this nearly 3,000 square foot outdoor maze exhibit," said Robert Griesmer, President and Chief Executive Officer of The Children's Museum. "This traveling exhibit has experienced tremendous success throughout the country. Our first outdoor exhibit of this magnitude, it is part of our master strategy to deliver exciting new experiences with proven popularity."

Visitors see through the eyes of a chimpanzee by 'transforming' into a newborn and attempting to survive in the wild through adulthood. They will come face-to-face with the sights, sounds and threats of their everyday life; learn the role humans' play; and discover how each of us can improve the lives of chimpanzees.

Navigating the winding passageways of a rainforest-themed maze, participants answer questions and successfully reach the four life-cycle stages from newborn to twelve-year-old adult. Correct answers lead visitors to three experience galleries that encourage role-play activities and in-depth exploration into the world and behaviors of chimpanzees. Answer incorrectly and discover dead-ends that expose the many threats facing chimpanzees in the wild.

Reaching adulthood lands a coveted invitation to the Chimpanzee Gathering, where children can hoot and holler at the Communication Station, posture and gesture emotions to community members and groom fellow chimps as a way to nourish friendships and patch up disagreements.

"Wild Chimp Challenge!" will be open through early September 2012.

The Children's Museum features 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.

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