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FOR IMMEDIATE RELEASE



ZIMMER CHILDREN'S MUSEUM OFFERS AN EXCLUSIVE GLIMPSE INTO THE PRIVATE SPORTS MUSEUM OF LOS ANGELES

LOS ANGELES, CALIF. (October 10, 2012) – On Sunday, October 14th, the Zimmer Children's Museum will host a special event at the Sports Museum of Los Angeles, featuring a VIP tour of the museum and ballpark cuisine. Tickets start at \$150 for children and \$350 for adults and are available online or at the door.

Proceeds will benefit the Zimmer's *We All Play* Initiative. *We All Play* includes free and discounted admissions for families who qualify, need-based scholarships for Zimmer camps and classes, and subsidized admission for field trips from low-income Pre-K and Title I schools.

When:

Sunday, October 14th, 2012
3:00pm – 5:00pm (VIP Tour given by Gary Cypres: 2:00pm)

Where:

The Sports Museum of Los Angeles
1900 South Main Street, Los Angeles, CA 90007

About the Sports Museum of Los Angeles

The Sports Museum of Los Angeles, open by invitation only, is the largest and broadest known collection of iconic sports memorabilia and collectibles in the world. It contains 10,000 artifacts collected over 25 years by Los Angeles businessman Gary Cypres. The collection valued in the millions include: Babe Ruth's 1934 uniform, Joe DiMaggio's record-breaking ball from his legendary 56-game hitting streak, and jerseys from NBA and NFL greats. On display is the 1941 Heisman Trophy awarded to Minnesota's Bruce Smith; the original cornerstone from Yankee Stadium in 1923, the first ball used at Ebbets Field (1913), and Fenway Park (1912), Gary Cooper's gray New York jersey worn when he portrayed Lou Gehrig in the movie "Pride of the Yankees".

About the Zimmer Children's Museum

The **Zimmer Children's Museum** is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles. The **Zimmer Children's Museum** is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

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