

**Media Contact: Arielle Sherman**  
Zimmer Children's Museum  
323.761.8141  
arielle@zimmermuseum.org

## FOR IMMEDIATE RELEASE



## **youTHink STUDENTS TO PARTICIPATE IN WORKSHOPS WITH HASBRO'S CREATIVE TEAM**

LOS ANGELES, CALIF. (Aug. 6, 2012) – Students from youTHink, the innovative arts and leadership program of the Zimmer Children's Museum, will have the opportunity to participate in a workshop at Hasbro's HUB on Thursday, August 9, 2012 from 10am-2pm. youTHink students will tour the HUB and the studio and meet with artists who will share information about their work. The students will then work with the artists on a storyboarding project.

"Hasbro continues to be a strong partner with the Zimmer Children's Museum and our youTHink program. We are excited for youTHink students to see some of the inner workings of Hasbro Studios and connect with members of their creative team," says youTHink Director Shifra Teitelbaum.

Arrangements may be made for press to attend the workshop. Please contact Arielle Sherman for more information.

### **About The HUB**

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at [www.hubworld.com](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

### **About the Zimmer Children's Museum and youTHink**

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, environmental stewardship and cultural sensitivity. **youTHink** is an innovative education program of the Zimmer Children's Museum that uses the power of art to foster critical thinking, engage diverse learners, promote literacy and serve as a tool for social change. Serving over 3,000 students annually, youTHink provides art/education lessons in LA area public schools and meaningful art, leadership and community involvement opportunities for middle and high school youth beyond the classroom to encourage youth to make positive change in their world.

###