



August 10<sup>th</sup>, 2011

## FOR IMMEDIATE RELEASE

### The Zimmer Children's Museum Opens New S. Mark Taper Foundation Aid and Rescue Center

Los Angeles, CA – The Zimmer Children's Museum invites the public to the opening of its newest exhibit, the S. Mark Taper Foundation Aid and Rescue Center. The event will take place on at 6:00pm on Wednesday, August 31<sup>st</sup>, as part of the Zimmer's Monthly Wednesday Night Pajama Rama.

The S. Mark Taper Foundation Aid and Rescue Center was created by Exhibit Producer, bb Productions LLC, in partnership with Ovid Pope, Exhibit Designer. The highlight of the exhibit is an actual Zodiac rescue boat used to save lives in the aftermath of Hurricane Katrina. The center also includes a fire station and a fire engine with interactive components for children to roleplay as firefighters.

"We are so excited about the S. Mark Taper Foundation Aid and Rescue Center. It is not only a great addition to our other play areas, but it also sends a great message about kindness and humanity in times of need," said Esther Netter, CEO of the Zimmer Museum. "The timing of the opening is also significant, as it coincides with the sixth anniversary of Hurricane Katrina."

The August 31<sup>st</sup> event will feature a ribbon-cutting ceremony and musical performances by David Tobocman and Lisa Kimmey Winans. Tobocman recently released his second album for children and families, *Lemonade School*. His Sing-A-Long every third Friday at the Zimmer gets every tot moving and grooving with all the classics, some rock n' roll covers, and his own smash hits. Winans is a Grammy-nominated singer-songwriter with an extensive teaching background. She currently teaches the Zimmer's Movers and Maestros series.

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

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.

The **Zimmer Children's Museum** is a non-profit 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. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

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