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## FOR IMMEDIATE RELEASE



### ZIMMER CHILDREN'S MUSEUM LAUNCHES BACK TO SCHOOL CAMPAIGN TO SUBSIDIZE ONE YEAR OF HEAD START FIELD TRIPS

LOS ANGELES, CALIF. (August 1, 2012) – The Zimmer Children's Museum has launched its first ever "What's YOUR Power?" back to school fundraising campaign to help subsidize one year's worth of Head Start field trips. The museum hopes to raise \$25,000 by Labor Day so that 2,500 Head Start students may attend field trips free of charge.

The Zimmer Children's Museum believes that every child has the power to make this world better. At the Zimmer, it is our mission to help children realize what their powers are and how to use them to make a difference.

Early childhood educators and pediatricians alike recognize the power of play in developing a child's sense of self and understanding of how they fit into the world. In addition, though, on a visit to the Zimmer Children's Museum, students explore exhibits and programs that focus on giving back, kindness and compassion, and cultural sensitivity. These programs highlight how children may put their own power into action -- learning to be heroes to their friends, communities, and planet.

Just \$10 sponsors one Head Start student's visit to the Zimmer. \$100 gives 10 students this meaningful learning experience. \$250 sponsors an entire field trip for a Head Start class.

Anyone can become a hero of the Zimmer Children's Museum by making a contribution online today: <http://www.razoo.com/story/Whatsyourpower>. Because the world can never have enough heroes.

#### 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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