



THE CHILDREN'S MUSEUM
OF ATLANTA

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Go Green – Join the Quest!

Conservation QuestSM at Imagine It! The Children's Museum of Atlanta

July 3 – September 12, 2010

Press Release

ATLANTA, June 9, 2010 – Go green – join the quest! Children will be on a mission to discover the many ways they can save energy and protect the planet. They will learn about what energy is, where it comes from, and the countless ways that they can conserve energy every day. Children will be inspired to become environmental stewards during Conservation Quest at Imagine It! The Children's Museum of Atlanta from July 3 through September 12, 2010.

"Conservation Quest will help children realize that they can do something every day that will reduce their energy use and help preserve the environment," said Jane Turner, Museum executive director. "Children can continue the quest to be green at home by practicing conservation as a family."

Hands-On Exploration Helps Children Learn about Saving Energy

Home: Explore energy uses and choices from electricity, heating, and lighting to transportation, waste, and recycling.

- **Energy Smarts** – Computer interactive helps children make green energy choices with electricity, appliances, heating and cooling, recycling, transportation, and more
- **How Do You Stack Up?** – Stack blocks to represent the amount of electricity various appliances use and learn how to reduce electricity use
- **Watt's the Use?** – Use watt meters to compare electricity use by different electronics and appliances
- **Bright Ideas** – Turn a crank to compare the amount of energy required to light up an incandescent light bulb, a CFL, and a LED
- **Switch and Save** – Explore good, better, and best choices when it comes to water, food, batteries, and shopping bags
- **Sort the Waste** – Sort items into their proper containers: Plastics, Glass, Paper, Metals, Garbage, Compost, Donations, and Other

Park: Investigate where food comes from, the environmental benefits of plants, and how far food travels to get to us.

- **Food Miles** – Find out how far food travels to get to us and that transporting food uses energy and can pollute the planet
- **Food Is Fuel** – Learn that food is energy for people
- **Murals** – Seek and find positive examples of energy use and conservation

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School: Discover where energy comes from, learn why it's limited, and investigate renewable sources.

- **Energy Report** – Learn what energy is, where it comes from, and which sources are limited
- **Clean Energy** – Explore how water, wind, and solar energy are used to generate electricity
- **Connect It!** – Create a circuit to power up LED lights, fans, and alarms
- **Energy Posters** – Energy posters define energy, from what it is and what types exist to renewable sources of electricity
- **Green Favorites** – Check out an interesting collection of innovative energy-saving inventions
- **Map of the World** – Investigate energy production and consumption around the world
- **Book Nook** – Enjoy reading children's books about energy and conservation

"The exhibit's activity stations, combined with the Museum's programming, will provide a rich learning experience that will make children excited about finding their own ways to conserve energy at home," said Karen Kelly, Museum director of exhibits and education.

Conquer the Energy Vampire in Mini-Musical "Operation Green!"

Going green will become more entertaining than ever with our interactive programming led by the Imaginators, our troupe of professional actors and educators. The Imaginators will also perform an original mini-musical titled "Operation Green!" Jamie's family uses so much energy that they've created an Energy Vampire. Children become Junior Agents and help Agent Green reduce the power of the Energy Vampire by switching out light bulbs, recycling trash, and exploring renewable energy sources. Children learn that everyone has to do their part to use less energy and keep our planet green. Playwright: Marc Farley, Imaginator. Director: DeWayne Morgan, Imaginator. Musical Director: Jerry G. White, Imaginator. Music by: Abe White. Families will also enjoy other special programming such as Recycle Relay and Go Green and Read story time.

The Environment in Mind with a Green Design

Conservation Quest was designed and produced using environmentally friendly materials and practices. Green design signs call out sustainable features throughout the exhibit.

- Eco-friendly graphics (banners, board, wallpaper, canvas, and aluminum)
- Forest Stewardship Council (FSC) certified wood and water-based stains and sealants
- Fiber drums for cabinetry
- Eco-resin used instead of plexiglass
- No plastic laminates
- Marmoleum
- ENERGY STAR® electronics

Exhibit Information and Sponsors

Conservation Quest was developed by **Stepping Stones** Museum for Children. Conservation Quest is presented locally in Atlanta by GE Energy with additional support from Georgia Power, The Coca-Cola Company, The Kendeda Fund, The Forrest and Frances Lattner Foundation, and Publix Super Markets Charities. Media sponsorship from *The Atlanta Journal-Constitution*. Brochure design and printing courtesy of Primerica.

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Imagine It! The Children's Museum of Atlanta

Imagine It! The Children's Museum of Atlanta is a smart place to play and a non-profit organization offering a family-friendly space filled with interactive, educational exhibits and programming for children ages eight and under. The Museum's mission is to spark imagination and inspire discovery and learning for all children through the power of play. The Museum's four permanent learning zones consist of bright, creative, hands-on exhibits that are designed to give children an opportunity to learn through play. Imagine It! also offers parties, memberships, summer camp, field trips, and facility rentals. Museum hours: Monday through Friday 10:00 AM-4:00 PM and Saturday and Sunday 10:00 AM-5:00 PM. Admission is \$12.50 plus tax for adults and children ages 2 and above; children under 2 are free. Imagine It! is located at 275 Centennial Olympic Park Drive NW. The Museum is closed for Thanksgiving Day and Christmas Day. For more information or to support Imagine It!, visit their website at www.childrensmuseumatlanta.org or call 404.659.KIDS [5437]. Connect with us on Facebook: <http://www.facebook.com/imagineltcma> and Twitter: <https://twitter.com/ImagineltCMA>.

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Major funding for Imagine It! is provided by the Fulton County Board of Commissioners under the guidance of the Fulton County Arts Council.