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IMAGINATIONS REIGN AT CHICAGO CHILDREN'S MUSEUM'S *CASTLE* EXHIBIT

CHICAGO, IL — Chicago Children’s Museum (CCM) invites young imaginations to reign in *Castle*, the new Spring exhibit open on Friday January 24, 2020. In this original exhibit, children hold the power to play in a castle complete with secret tunnels, a rope bridge, tower, dungeon, throne room, wizard's room, kitchen, feasting table, market and more, setting the stage for a fantastical experience where the only limit is one's imagination.

"Children are natural-born storytellers who delight in creating their own stories and bringing them to life through play," said CCM President and CEO Jennifer Farrington. “*Castle* quite literally sets the stage for children to build and act out their own individual narrative— whatever it may be.”

Castle, developed by CCM staff, takes a modern approach to the familiar theme of castles. Visitors will be inspired to dress up like royalty, guard a secret dungeon, prepare a mighty feast, sell goods in the market, search for a mystery dragon and more. Children will be able to choose from hundreds of custom-made costumes and props, allowing them the role-playing freedom to create their own adventures.

“We’ve designed the space to be as open-ended as possible,” said Farrington. “Our take on castle play removes the predictable script and allows children the freedom to follow their curiosities, try on different roles, and empower their voices through storytelling.”

Castle will be open through May 10, 2020 and is included in museum admission (\$19 for children and adults) and membership. Chicagoland residents are eligible for a \$3 discount. Parking validation is available for ticket purchasers and members.

About Chicago Children’s Museum

The mission of Chicago Children's Museum (CCM) is to improve children’s lives by creating a community where play and learning connect. CCM is dedicated to young children and the important adults in their lives. Play-filled experiences, including more than 15 interactive exhibits and daily programming, tap into how kids learn, and engage from ages 0-10 to develop the foundation for a lifelong love of learning. CCM aims to deliver at least one-third of its total annual attendance to low-income or underserved community members. In its last fiscal year, CCM hosted more than 400,000 visitors. For more information, please visit www.ChicagoChildrensMuseum.org.