



**FOR IMMEDIATE RELEASE**

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**MAGIC HOUSE TV CAMPAIGN WINS NATIONAL RECOGNITION**

*St. Louis Children's Museum's "Remember to Play" Campaign, Created in Partnership with Rodgers Townsend and Bruton Stroube Studios, Receives National Silver ADDY*

ST LOUIS (June 22, 2017) – The Magic House, St. Louis Children's Museum's "Remember to Play" TV campaign recently received a National Silver ADDY from the American Advertising Federation, the industry's largest and most representative competition. With over 40,000 entries nationally, the "Remember to Play" campaign was recognized as the only Silver winner in the *Local Television Commercial :60 Seconds or More* category.

The Magic House campaign was created in partnership with two of St. Louis' most influential creative companies, Rodgers Townsend, who created the overall creative concept for "Remember to Play," and Bruton Stroube Studios, who produced it. The campaign shares a community-wide message stressing the importance of play.

"Play is an important part of child development; but today, children's free and unstructured playtime is declining due to the demands of homework, extracurricular activities and hours of screen time," said Beth Fitzgerald, President at The Magic House. "As a children's museum, we felt a responsibility to be an advocate for play and share this important message with families. The teams at Rodgers Townsend and Bruton Stroube Studios helped us bring our vision to life; to be one of the only local organizations recognized nationally for our efforts demonstrates the unsurpassed talent we have right here in our community."

“We were delighted to represent St. Louis as the only local agency to win National ADDYs, but we’re most proud to help raise awareness of the importance of children learning through play in support of The Magic House, a great St. Louis organization,” stated Laura Duplain, VP/Account Director of Rodgers Townsend.

The “Remember to Play” campaign launched during the summer of 2016 and included messaging at The Magic House as well as on billboards, radio and television. A video appeared in movie theaters and was also accessible through a variety of social media sites.

[Video Link: Remember to Play.](#)

### **About Rodgers Townsend**

Rodgers Townsend is a St. Louis-based integrated communications agency, expert at helping marketers achieve market share that far exceeds their share of voice. RT's services are holistic in nature and tailored to meet each client's need, with specialists in strategy and brand development; digital, traditional advertising and direct marketing; social media strategy and management; brand identity, sales support and employee engagement. Rodgers Townsend clients include: AT&T, the Donald Danforth Plant Science Center, Enterprise Rent-A-Car, Great Circle, The Hartford, LouFest, Luxco Spirits, Mayflower and United Van Lines, Missouri Baptist Medical Center, Saint Louis University, Scottrade and Spectrum Home and Garden and Pet Brands. Celebrating its 20th anniversary in 2016, RT is part of the Omnicom Global Agency Network. To learn more, visit [RodgersTownsend.com](http://RodgersTownsend.com).

### **About Bruton Stroube Studios**

We are an independent studio of creative collaborators working together to create beautiful imagery through still photography and motion - all under one roof. We have a squadron of more than 30 full-time employees. Our 55,000 square foot work space was originally built in 1896 as a Beethoven Music Conservatory on the outskirts of downtown St. Louis. It houses three shooting spaces (each with a full kitchen), a retouching/3D department, five editing suites, audio engineering and custom composition, an entire floor dedicated to prop and

wardrobe storage, and an Elton John-themed pinball machine. Check out what we make at [BrutonStroube.com](http://BrutonStroube.com).

### **The Magic House, St. Louis Children's Museum**

The Magic House is a not-for-profit participatory museum that provides hands-on learning experiences for children and families and encourages experimentation, creativity and the development of problem-solving skills within a place of beauty, wonder, joy and magic. Regular Museum admission is \$11 per person. Children under the age of one are free.

The Magic House is located at 516 S. Kirkwood Road, one mile north of Highway 44 in historic downtown Kirkwood, Missouri. Summer hours are Monday through Thursday, 9:30 am to 5:30 pm; Friday, 9:30 am to 9:00 pm; Saturday, 9:30 am to 5:30 pm; and Sunday, 11:00 am to 5:30 pm. Parking is always free at The Magic House. For more information, please call 314.822.8900 or visit The Magic House online at [www.magichouse.org](http://www.magichouse.org).

#LearnToPlay #PlayToLearn #TheMagicHouse

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