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Media Contact:
Carrie Hutchcraft
314.288.2520
carrie@magichouse.org

THE MAGIC HOUSE IS ALL ABOUT CHILD'S PLAY

St. Louis Children's Museum Partners with Rodgers Townsend and Bruton Stroube Studios to Get the Word Out on the Importance of Play

ST LOUIS (May 31, 2016) – Today's children are experiencing a very different childhood than those of generations past. With their time filled with nonstop structured schedules on top of hours of screen time each day, there is a growing concern that a key component of child development is disappearing from children's lives: Play. Numerous studies have shown that play is important for developing social skills, critical thinking, creativity and problem-solving skills, all important for academic as well as professional and lifelong success. The Magic House hopes to combat this growing trend by partnering with two of St. Louis' most influential creative companies, Rodgers Townsend and production company Bruton Stroube Studios, to create a community-wide message encouraging families to take time to play.

“Children learn through play, yet research shows that they are not getting nearly enough opportunities for hands-on, exploratory free play,” said Beth Fitzgerald, President at The Magic House. “As a children's museum, we feel a responsibility to be an advocate for play. This summer is perfect time for encouraging families to take time to play, and in the process enjoy the many benefits associated with it from physical well-being to social, emotional and cognitive development.”

The “Play to Learn” campaign will launch this summer with messaging at The Magic House as well as on billboards, radio and television. A video will also appear in movie theaters and be accessible through a variety of social media sites. “As parents who grew up going to The Magic House, we love being able to share the message that play is important,” said Jake Edinger, writer and creative director at Rodgers Townsend. “It's a good reminder for all of us.”

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

Find more details on the benefits of play through these resource links:

- [NAEYC: 10 Things Every Parent Should Know About Play](#)
- [Mental Floss: 11 Scientific Benefits of Play](#)
- [Scholastic: The Importance of Pretend Play](#)
- [Psychology Today: Why We Need Children's Museums](#)
- [TedTalks: 5 talks on how play can make us smarter](#)
- [HUFFPOST Education: Visit A Children's Museum](#)
- [The Atlantic: The Joyful, Illiterate Kindergartners of Finland](#)

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.

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.

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 \$10 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.

#LearnToPlay #PlayToLearn #TheMagicHouse

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