



FOR IMMEDIATE RELEASE

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“Daniel Tiger’s Neighborhood: A Grr-ific Exhibit” Opens at The Magic House on February 11, 2017

ST LOUIS (February 1, 2017) – The Magic House is proud to present “*Daniel Tiger’s Neighborhood: A Grr-ific Exhibit*” from February 11 – May 7, 2017. This new exhibit brings to life the themes presented in the award-winning PBS Kids television series created by The Fred Rogers Company that follows the adventures of 4-year-old Daniel Tiger and his friends.

In “*Daniel Tiger’s Neighborhood: A Grr-ific Exhibit*” children enter the world of Daniel Tiger and friends to explore the Neighborhood. Through immersive experiences, visitors collaborate to solve problems, use their imaginations to transform their surroundings and play along with Daniel’s singable strategies as they learn life’s little lessons. The exhibit, created by Children’s Museum of Pittsburgh in partnership with The Fred Rogers Company, brings to life the themes presented in the PBS series such as community, communication and emotions, which enables young children to understand their feelings and those of their neighbors. Visitors can walk the paths and hear the sounds of Daniel’s world as they encounter the meaning of empathy, gratitude, sharing and diversity in an environment of creative and interactive play. Through music, kids can also sing along with Daniel, work together to solve problems and even experience the contagious nature of kindness.

“Daniel speaks directly to children, and he is their age,” notes Paul Siefken, Vice President, Broadcast and Digital Media with The Fred Rogers Company. “Because of that, they see him as their friend, and he goes through a lot of the challenges that they face, whether it’s dealing with mad feelings or learning how to share.”

Along with the emotional lessons gleaned in the Neighborhood, visitors can:

- Transform into to a favorite character with masks and costumes
- Compose a song or play along with one-of-a-kind instruments
- Visit the Post Office and sort, deliver and receive packages and letters
- Create stories through the Movable Character Mural
- Step inside the Clock Factory to play with a variety of clocks
- Knit a sweater piece with help from the Red Sweater Knitting Machine
- Identify spots in one’s own neighborhood on the interactive world map
- Write or draw thank-you notes and put them on the Thank You Tree
- Cozy up with a good book in O the Owl’s Reading Nest and
- Stroll with a Trolley along the path, and ring the bell upon arrival!

“For kids to go into Daniel’s world and this exhibit and feel like they are part of the Neighborhood is very, very exciting,” Siefken adds. “They feel like he is one of them.”

The Nine Network of Public Media is the local media sponsor of ***“Daniel Tiger’s Neighborhood: A Grr-ific Exhibit”***.

“Daniel Tiger’s Neighborhood: A Grr-ific Exhibit” begins its multi-year run as a traveling exhibit in St. Louis and is scheduled to appear in seven more North American cities through the summer of 2019.

About 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. Hours during the school year are Tuesday through Thursday, 12:00 pm to 5:30 pm; Friday, 12:00 pm to 9:00 pm; Saturday, 9:30 am to 5:30 pm; and Sunday, 11:00 am to 5:30 pm. The Museum is closed on Mondays during the school year. 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.

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