



FOR IMMEDIATE RELEASE
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The City of Kirkwood Partners with The Magic House to Create Safety Focused Exhibit

ST LOUIS (February 10, 2017) – In honor of Burn Prevention Awareness Week, the City of Kirkwood and The Magic House, St. Louis Children’s Museum are pleased to announce their partnership in creating *Safety Town*, an interactive exhibit designed to educate the region’s youngest residents about safety. The idea for this new exhibit began with Kirkwood’s Fire Chief, Chief Silvernail, who wanted to find an engaging way to educate children about the importance of safety. Silvernail approached The Magic House with an idea to create *Safety Town* together.

“The City of Kirkwood is extremely excited to partner with one of the country’s premiere children’s museums to deliver such essential safety messages to the children of our community. This partnership between the City of Kirkwood and The Magic House is an ideal collaboration to effectively teach safety in a fun learning environment” said Chief Silvernail. “The City of Kirkwood is extremely fortunate to have this venue and this opportunity.”

Designed for children ages 3 through 10, *Safety Town* will feature a child-sized neighborhood including a fire station, police station, electric company, farmers’ market, train station, park and house. Visitors can hop on bikes to travel through the city, learning important traffic, electric and water safety skills along the way. From navigating a railroad crossing to practicing a fire drill, *Safety Town* will provide age-appropriate opportunities to reinforce how children can protect themselves at home, outdoors and on the road. *Safety Town* will also feature a bike helmet-fitting station and scheduled visits from community helpers, including fire fighters and police officers.

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Safety Town will open seasonally at The Magic House each April and October beginning in Fall 2017 through 2021. The exhibit will also travel to fairs, festivals and other community venues around the St. Louis region.

Safety Town is presented by St. Louis Children's Hospital with supporting sponsorships by Scott Barthelma Painting Company and Woodard Cleaning & Restoration. Featured sponsorship opportunities are available. Sponsorship details can be found at www.magichouse.org/safetytown.

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, though sometimes limited. For more information, please call 314.822.8900 or visit The Magic House online at www.magichouse.org.

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