



**The Magic House Makes a Splash with the Return
of the *Splash and Bubbles: Dive In, Lend a Fin!* Traveling Exhibit**
Traveling Exhibit Introduces Kids to the Incredible World of Ocean Exploration

ST LOUIS (January 20, 2022) – Families can “dive in” to the new year with the return of ***Splash and Bubbles: Dive In, Lend a Fin!*** to The Magic House, St. Louis Children’s Museum, opening January 29. The exhibit is based on the popular PBS KIDS TV show, *Splash and Bubbles*, a hit animated series that encourages children to explore ocean science and marine biology through character-driven comedy. The series is co-produced by The Jim Henson Company and Herschend Entertainment Studios. The exhibit builds on kids’ connections to the characters and their habitats, immersing them in a larger-than-life marine environment and introducing them to the incredible world of ocean exploration.

While exploring the early childhood STEM (Science, Technology, Engineering and Math) based exhibit, children will be encouraged to build both scientific inquiry and social-emotional skills as they learn how to protect the ocean and its ecosystems. Ocean conservation is a key message within the exhibit, encouraging families, especially in the landlocked Midwest, to understand that they can create “a small ripple to help our big ocean.” Featuring a variety of hands-on exhibit components, *Splash and Bubbles: Dive In, Lend a Fin!* invites children to discover a whole new world as they navigate an under-the-sea maze in a kelp forest, explore a sunken ship that has become an artificial reef, interact with puppet characters created by Jim Henson’s Creature Shop, become a Reeftown Ranger to learn to protect the ocean, and more!

The Magic House served as the creative producers for the new exhibit, created in partnership with The Jim Henson Company and Herschend Enterprises. *Splash and Bubbles: Dive In, Lend A Fin!* was the third traveling exhibit produced by The Magic House in partnership with The Jim Henson Company and the first with Herschend Enterprises. The Magic House previously created a traveling exhibit based on Henson’s *Sid the Science Kid* in 2014 and opened *Dinosaur Train: The Traveling Exhibit* in 2017.

In celebration of the exhibit’s return, The Magic House is hosting a ***Splash and Bubbles Breakfast*** on Sunday, January 30 from 9:00 am to 10:30 am. Guests will enjoy a delicious breakfast, special art activities, private playtime in the exhibit and all-day admission to The Magic House. The cost to attend the *Splash and Bubbles Breakfast* is \$20 per person (\$10 per person for members) and is non-refundable. Reservations can be made online at magichouse.org or by calling 314.822.8900. *Splash and Bubbles: Dive In, Lend a Fin!* is made possible thanks to generous support from Tim and Elizabeth Swank, Anna and Jim McKelvey and the Graybar Foundation. Local media sponsorship provided by the Nine Network. The exhibit will be at The Magic House January 29 through April 24 and is free with museum admission.

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 that spark imagination, pique curiosity, enhance creativity and develop problem-solving skills within a place of beauty, wonder, joy and magic. Serving more than 550,000 visitors annually, The Magic House opened in 1979 and has 55,000 square feet of hands-on exhibits. In 2019, the Museum opened an all-new satellite makerspace in the City of St. Louis on Delmar Boulevard, located between the Central West End and the Delmar Loop. For additional information, please call or text 314.822.8900 or visit The Magic House online at www.magichouse.org.

About Herschend Enterprises and Herschend Entertainment Studios

Herschend Enterprises is a family of companies focused on family entertainment. Operating companies include Herschend Family Entertainment, Herschend Live, Herschend Entertainment Studios and Pink® Adventure Tours. Herschend's companies entertain over 14 million guests annually. For more than six decades, Herschend Enterprises has operated with the purpose of bringing families closer together by *Creating Memories Worth Repeating®*. Launched in 2016, Herschend Entertainment Studios (HES) is the media arm of Herschend Enterprises. HES develops and produces wholesome entertainment for television, film, publishing and other media. Its current media properties include *Splash and Bubbles* (in partnership with The Jim Henson Company) and the global hit series, *Chuggington*. The Jim Henson Company oversees all distribution and merchandising for *Splash and Bubbles*. Herschend Enterprises administers all location-based themed entertainment rights, including live shows. For more information, visit, www.herschendenterprises.com.

About The Jim Henson Company

The Jim Henson Company has remained an established leader in family entertainment for over 60 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world-famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include Dot. (Universal Kids /Hulu), Word Party (Netflix), and Doozers (Hulu/Sprout), and the Emmy®-nominated *Splash and Bubbles* (PBS), *Julie's Greenroom* (Netflix), *Sid the Science Kid* (PBS), *Dinosaur Train* (PBS), and *Pajanimals* (Universal Kids). Television productions include *Fraggle Rock*, *The Storyteller* and the sci-fi cult series *Farscape*. Features include Sony Pictures Animation's *The Star* and Disney's *Alexander and the Terrible, Horrible, No Good, Very Bad Day*, as well as *The Dark Crystal*, *Labyrinth*, *MirrorMask*, and *Jim Henson's Turkey Hollow*. The Company is currently in production on the upcoming Netflix original series *The Dark Crystal: Age of Resistance* and Guillermo Del Toro's *Pinocchio* (Netflix). Projects in development include the highly anticipated film *Fraggle Rock*.

With additional locations in New York and London, The Jim Henson Company is headquartered in Los Angeles on the historic Charlie Chaplin lot, complete with soundstage and post production facilities. The Company is home to Jim Henson's Creature Shop™, a pre-eminent character-building and visual effects group with international film, television, theme park and advertising clients, as well as Henson Recording Studios, one of the music industry's top recording facilities known for its world-class blend of state-of-the-art and vintage equipment. The Company's Henson Alternative brand recently premiered *The Curious Creations of Christine McConnell* (Netflix) and is currently touring *Puppet-Up! – Uncensored*, a live puppet improvisational show. Its feature *The Happytime Murders*, starring Melissa McCarthy, was released in 2018..

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