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Media Contact:
Marissa Lorance
314.288.2520
marissa@magichouse.org

The Magic House to Open New 5,000 Square-Foot Exhibit-
Story Time Magic

ST LOUIS (May 10, 2024) – Step into the enchanting world of childhood stories at The Magic House, St. Louis Children’s Museum’s new 5,000-square-foot permanent exhibit, Story Time Magic. Story Time Magic is designed to inspire a love of reading and language-by immersing visitors in a world of favorite childhood stories and books. The exhibit provides a playful learning environment where children use their imaginations and connect with stories in meaningful and memorable ways!

“We are thrilled to offer a brand-new interactive, literacy-based experience that encourages children to love reading and reminds parents of the importance of reading with their children each day.” said Beth Fitzgerald, President of The Magic House. “Nothing has a greater impact on school success!”

Story Time Magic is made possible by a generous lead gift from the Crawford Taylor Foundation and will open at The Magic House on Friday, May 24.

This permanent installation, designed and fabricated by The Magic House, includes three distinct spaces, including:

**Once Upon A Time:** Explore classic childhood stories that are brought to life in an interconnected play-based environment that encourages imagination and exploration. Children can play in Winnie the Pooh’s tree house, tend to Peter Rabbit’s Garden, help build the homes of the Three Little Pigs, present a puppet show in Old MacDonald’s Farm and go inside the pages of the beloved book, Good Night Moon. Filled with cozy reading nooks and small world play experiences, this imaginative space will use books, songs, poems and folktales to encourage a love of reading and promote early literacy skills.

Once Upon a Time is sponsored by the Henry A. Jubel Foundation.

**Backstage Magic:** Step behind the curtain into the "green room," where budding performers can transform into characters from their favorite stories and plays. Equipped with dressing tables, costume carts, and prop boxes, and a rehearsal stage this immersive experience allows children to use their imagination and creativity to create costumes and props, dress up like their favorite characters and strike a pose at the "Rising Star" wall.
Backstage Magic is sponsored by Nance Frost.

**Story Time Theater:** Lights, camera, action! Children can take center stage and bring their story to life! With digitally animated backdrops, the stage can transform into an underwater scene, cityscape, castle, outdoor settings and more! Children can select sound effects and special lighting, creating a one-of-a-kind performance for their families and friends. Story Time Theater draws inspiration from The Muny, the renowned outdoor theater in Forest Park, whose costumes and props from previous shows will be displayed in the exhibit.

Story Time Theater is sponsored by Nance Frost.

**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 Museum has 55,000 square feet of hands-on exhibits designed for children ages 2-11 years. In 2019, the Museum opened a 7,000 square foot satellite location in the City of St. Louis, MADE for Kids, that contains a Makers Space, Art Studio, Design Lab and Entrepreneur Marketplace geared for children 4-14 years.

To stay up-to-date with The Magic House, visit [www.magichouse.org](http://www.magichouse.org) and follow us on Facebook and Instagram.

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