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For Immediate Release:

The Jewish Children's Museum opens to the public

“Over 10,000 walked through the front doors in the first month”

Brooklyn, NY- The Jewish Children's Museum opened its doors to the general public for the first time during the Passover holiday. Over 10,000 guests walked through the front doors and experienced the state-of-the-art, kid friendly museum this past month.

The museum held its grand opening festivities during Chanukah, which was widely covered in the general and Jewish media. The first of its kind, integrating Jewish themes in a fun environment, the museum captured the attention of the Jewish community in the New York area.

While school groups visited throughout the winter, the museum was closed to the general public. Families have been eagerly awaiting a chance to enjoy the Museum's unique experience. The opening to the public coincided with Pesach vacation and thousands flocked to the museum.

A father visiting from Massachusetts with his family said "The kids are having an exceptional time! It's very educational and they're learning a lot." One mother from Queens was amazed by the overall image and content of the museum. "It has a beautiful outside, a beautiful inside and the activities are just as wonderful."

The children enjoyed the opening week celebrations just as much as the adults did. The lower level craft rooms and game show theater were bustling with excitement and energy as the kids got a chance to put their creativity and knowledge to the test. The upper floors were filled with children crawling on their hands and knees through a loaf of Challah bread and lighting the giant Shabbos candles.

“This is the most Jewish museum I've ever been to; it's so different from other ones. I love the arts and crafts!” a young girl exclaimed as she wandered through the museum.

The museum, a project of Tzivos Hashem – Jewish Children International, features exhibits ranging from a kosher kitchen and hi-tech supermarket to a Shtetl that explores Jewish Holidays. The 5th story outdoor miniature golf course travels through the major events in the life of a Jewish person, and the arts and crafts projects allow visitors to express their creativity and take the museum experience home with them.

The idea for the museum began with an exhibition called “The Jewish Children's Expo” which

received an overwhelming response from the public and inspired the move towards creating the museum.

If the success of the past month is a marker for the continued success of the museum, it appears as if the Jewish Children's Museum will become a hot destination for both tourists and New Yorkers of all ages.

The museum is open Sundays, 10 am – 6 pm and Monday through Thursday 10 am – 4 pm. Admission is \$10.00 per person. More information can be obtained on their website www.jcm.museum or by calling 718 467-0600.

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