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****Media Alert****

Jewish Children's Museum to launch iMatza

What:

On February 18 the Jewish Children's Museum will launch iMatza, a hands-on matza-baking experience. After exploring the matza's history and the special way to prepare the Passover staple through a hilarious special-episode of the popular kids' show Itche Kadoozy, visitors will don baker outfits and jump right into the action, harvesting wheat from a mini field, then threshing and grinding it into flour.

Passover celebrates the Israelites' hurried exodus from Egypt and its oppressive Pharaoh in 1312 BCE. A "midnight flight" left them no time to bake bread. Having no time to rise, the dough they carried on their backs became crunchy matzas in the sun. In commemoration, Jewish tradition makes the matza-baking event a fast-paced race against the clock to prevent the dough from rising. After learning all about matza and preparing the flour, kids will mix, knead, roll and bake their very own matza and take home a crunchy piece of Jewish history!

Who:

Kids of all ages... and the young at heart.

When:

Sunday, February 18 through Thursday, February 22

Sundays, February 25, March 11, 18 and 25

1:00 p.m. and 2:30 p.m.

School groups daily from February 18 through March 29.

Where:

Jewish Children's Museum, 792 Eastern Parkway, Brooklyn, NY, 11213

Cost:

\$12 per person (includes Museum admission). Free for children under two.

The Jewish Children's Museum is promoting cultural tolerance and respect by teaching about Jewish history and traditions to children of all faiths using fun and interactive exhibits and state-of-the-art technology.

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