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FOR IMMEDIATE RELEASE

Children's Museum Executive Director to Attend Museum Advocacy Day in Washington D.C.

POUGHKEEPSIE, NY- Mid-Hudson Children's Museum's Executive Director, Lara Litchfield-Kimber will be traveling to Washington D.C. on February 27-28 to visit with members of Congress as part of 2017 Museum Advocacy Day. Litchfield-Kimber will join 250 other museum professionals from around the country to promote to members of Congress the value of museums and to highlight their impact on the communities they serve.

"Children's Museums hold a special place within the larger museum field," shares Lara Litchfield-Kimber, Mid-Hudson Children's Museum Executive Director. "In many ways, we are the 'on ramp' through which children develop a lifelong museum-going habit. Right now it is especially important for our elected officials to appreciate the vital role children's museums have in supporting families, promoting early education, and strengthening communities."

Museum Advocacy Day 2017 is sponsored by the American Alliance of Museum (AAM) which has been bringing museums together since 1906 to develop standards and best practices in museums, share knowledge and provide advocacy on issues of concern to the entire museum community. AAM represents more than 30,000 individual museum professionals and volunteers, institutions, and corporate partners serving the museum field. The Mid-Hudson Children's Museum is an active member of AAM and was the 2015 recipient of AAM's prestigious Museum Assessment Program Grant.

Named Hudson Valley's 2016 Favorite "Kid Friendly Museum" and recipient of the 2015 Dutchess Tourism Family Entertainment Award of Distinction, the Mid-Hudson Children's Museum is the ideal destination for families with young children. With exhibits that focus on early literacy, art, STEM, and the local community, the museum provides an educationally rich environment through which children have the opportunity to develop foundational skills, to engage in purposeful play, and to develop interpersonal connections. The museum is located in the heart of the historic waterfront in Poughkeepsie, just steps away from the Poughkeepsie Metro-North train station, the Walkway Over the Hudson's Elevator, fabulous restaurants, and a new city park. The Mid-Hudson Children's Museum is open Tuesday through Saturday from 9:30am to 5:00pm and Sunday from 11:00am to 5:00pm. Admission is \$9.00 per person. Children under 1 year are free. Visit mhcm.org or call (845) 471-0589 for more information.

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