



FOR IMMEDIATE RELEASE

Lied Discovery Children's Museum to feature *Curious George™: Let's Get Curious!*, opening February 4

January 10, 2012 – LAS VEGAS – The insatiable curiosity of Curious George – the little monkey who has captured the imagination and hearts of millions of children and adults for nearly 70 years – comes to life in Las Vegas on February 4, 2012, when the interactive exhibition *Curious George: Let's Get Curious!* opens at Lied Discovery Children's Museum.

Based on the familiar characters in H.A. and Margret Rey's classic stories published by Houghton Mifflin, the Curious George exhibition inspires young children's natural curiosity as they explore early science, math and engineering through hands-on interactive play. The immersive environment takes place in the neighborhood where Curious George lives with his friend, The Man with the Yellow Hat. Visitors will recognize familiar characters and places featured in the classic stories and the television series produced by Imagine Entertainment on PBS KIDS.

The exhibition's content is based on educational standards developed by Minnesota Children's Museum and an expert advisory panel to the PBS KIDS series, as well as national science and math standards for young children. Designed, developed and built by Minnesota Children's Museum in partnership with Universal Studios Consumer Products Group, *Curious George: Let's Get Curious!* began a five-year, 20-city tour of children's museums across the country in September 2007.

Curious George: Let's Get Curious! will be on display in the Cultural Gallery at Lied Discovery Children's Museum from February 4 through May 13, 2012. The exhibition is sponsored locally by National Security Technologies, LLC and Cox Communications.

For 21 years, Lied Discovery Children's Museum has been Las Vegas' favorite family fun and education destination. Located at 833 Las Vegas Blvd. North in downtown Las Vegas, the museum features more than 100 interactive exhibits based on science, art and culture for children and families. In late 2012, the museum will relocate and

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become the all-new DISCOVERY Children's Museum at the Donald W. Reynolds Discovery Center in Symphony Park. For more information, visit www.LDCM.org or call (702) 382-3445.

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