



Press Release

FOR IMMEDIATE RELEASE

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**SACRAMENTO CHILDREN'S MUSEUM IS PARTICIPATING IN OUR WORLD:
WORLDWIDE DAY OF PLAY SEPTEMBER 30**

*Global play event presented by Nickelodeon and the Association of Children's
Museums*

Sacramento, CA —Today the Sacramento Children's Museum announces our participation in Our World: Worldwide Day of Play on September 30, 2023. As a day dedicated to experiencing joyful learning through play, this event is focused on getting kids and their families up, out, and playing around.

The Sacramento Children's Museum will participate in Our World: Worldwide Day of Play by hosting Mess Fest, an event on September 30 focused on play. Mess Fest features play by encouraging kids to explore materials of all sorts as they get wet, sticky, gooey, and dirty! Registration is required and can be found at Sackids.org.

"Play is a powerful experience that enriches people's lives in museums, schools, homes, and beyond," states Arthur G. Affleck, III, executive director of the Association of Children's Museums. "ACM is pleased to partner with Nickelodeon on amplifying the importance of play on wellbeing and healthy brain development, and to make learning more effective and joyful for everyone. As children's museums, we believe in the power of play and we strive to nurture more play and playful learning everywhere we go."

"At SCM, we are passionate about play. We know the collaborative nature of play fosters communication, empathy, and a sense of belonging, for kids of all ages. I am so excited to host our first Mess Fest in collaboration with ACM and Nickelodeon to bring on the joy and laughter," said Rachelle Ahmad, Director of Education at the Sacramento Children's Museum.

Our World: Worldwide Day of Play is part of Nickelodeon's Our World global initiative to inspire kids and provide them with tools to activate their individual and collective

agency. As part of a network of more than 300 ACM member children's museums who reach millions of families in North America, and the more than 1,000 museums participating in Museums for All, a national access initiative that ACM manages, Sacramento Children's Museum is a vital collaborator in the Our World: Worldwide Day of Play.

For a list of all participating Our World: Worldwide Day of Play events and more information about the initiative, please visit www.childrensmuseums.org/dayofplay.

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The Sacramento Children's Museum (SCM) was incorporated as a non-profit corporation in 2005. It is the vision of local educators who saw the need for inspiring learning through interactivity. SCM seeks to build an environment in which learning is exciting and enriching for children and their families and facilitated through exploration and hands-on activities. The Museum opened to the public on August 25, 2011, and has been sparking lifelong learning ever since.

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ACM is the foremost professional society supporting children's museums in developing rich environments that stimulate children's natural playfulness, curiosity, and creativity. With more than 470 members in all 50 states and in 19 countries, ACM champions children's museums and together enrich the lives of children worldwide. As a global leader, advocate, and resource for the field, ACM and our member organizations strive to build a better world for children and serve over 30 million visitors annually. Started in 1962, ACM recently marked its 60th year of impactful service to children, families, and children's museums.

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Nickelodeon, now in its 44th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit www.nickpress.com. Nickelodeon is a part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.

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