



***** MEDIA ALERT FOR SUNDAY, JANUARY 22ND, 2012 *****

**TV PRESCHOOL STAR MIFFY TO APPEAR AT
ZIMMER CHILDREN'S MUSEUM**

WHAT: Miffy, the smart little bunny and star of KLCS' *Miffy and Friends* will be appearing at the Zimmer Children's Museum. Attendees will enjoy an afternoon screening of *Miffy and Friends*, Miffy story time, have the opportunity to meet Miffy, and much more.

Miffy and Friends airs on KLCS-DT2 everyday at 11:30 am.

WHO: Miffy from the children's television series on KLCS, *Miffy and Friends*
Local Los Angeles Parents and Children

WHEN: Sunday, January 22, 2012
2:00 pm – 4:30 pm

WHERE: Zimmer Children's Museum
6505 Wilshire Blvd., #100
Los Angeles, CA 90048
(323) 761-8989

MORE: The **Zimmer Children's Museum** is a non-profit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles.

Miffy made her debut in children's books, which were written and illustrated by Dutch artist Dick Bruna and have sold more than 85 million copies worldwide. Her distinct, timeless and versatile design has attracted generations of fans around the world and has turned her into a leading, global brand in children's entertainment.



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