

## FOR IMMEDIATE RELEASE



### **ZIMMER CHILDREN'S MUSEUM PRESENTS JACKIE ROBINSON TRIPLE PLAY DAY AN EXCLUSIVE VIEWING OF RARE SPORTS MEMORABILIA & CELEBRATION OF JACKIE ROBINSON DAY**

LOS ANGELES, CA (April 1<sup>st</sup> 2013) – The Zimmer Children's Museum is proud to announce **Jackie Robinson Triple Play Day** on Saturday, April 13th, 2013. This exclusive event celebrates Jackie Robinson Day, which is observed nationally on April 15<sup>th</sup> to commemorate the day he broke the color barrier in American baseball. The event will be held at *The Sports Museum of Los Angeles (1900 S. Main Street Los Angeles CA 90007)*, which is viewed by invitation only and features a 35,000 square foot private collection of unique and rare sports memorabilia. For a limited time, the museum is featuring an exquisite collection of Jackie Robinson and Negro League memorabilia in honor of Jackie Robinson.

**Jackie Robinson Triple Play Day** will consist of a two-part engagement; a VIP Tour, Panel and Lunch and an Afternoon Community Viewing Party:

- The mid-day VIP program (11:00am-2:00pm) includes an exclusive VIP tour hosted by museum owner and collector Gary Cypres, as well as a speakers' panel of baseball legends past and present.
- In the afternoon (2:00pm-6:00pm), the museum will be accessible to the greater Los Angeles community for self-guided tours with activities for youth, food and fun.

All proceeds from the event go to support youTHink, a program of the Zimmer Children's Museum, which empowers young people to find their voice, be leaders and take action in their communities.

"In alignment with our commitment to social responsibility, the Zimmer seeks opportunities for families to acknowledge significant individuals and moments that have moved our society forward," says Museum Director Julee Brooks. "We are honored to be able to invite the community to join us at *The Sports Museum of Los Angeles* for this rare opportunity to learn about history in a fun and family friendly way."

youTHink Director Shifra Teitelbaum notes, "Jackie Robinson was more than an incredible baseball player, he was a man who stood up for justice amidst great adversity. youTHink provides youth with the support and the tools they need to take action to make a difference in their schools, communities, and the world. Jackie Robinson and his story are an inspiration to youth today, as they work toward providing justice for all."

Tickets for the VIP Tour, Celebrity Sports Panel and Lunch are \$350 for adults and \$150 for children. General admission tickets are \$50 for adults and \$25 for children. For more information and to purchase tickets visit [sports.zimmermuseum.org](http://sports.zimmermuseum.org).

#### **About the Zimmer Children's Museum**

Zimmer Children's Museum is an interactive children's museum and youth development organization. Its programs and exhibits are dedicated to instilling young people with the confidence and desire to shape their own lives and those around them for the better. Visited by almost 70,000 people annually from diverse Los Angeles families, the museum offers a hands-on and free play learning experience that teaches children aged 0-8 social responsibility and community values. Its youth

**Media Contact: Rebecca Bernard**

Zimmer Children's Museum

323.761.8992

rebecca@zimmermuseum.org

development program, youTHink, engages over 3,000 public school students annually in programs that use art and creativity to explore issues, generate ideas, and consider other viewpoints. youTHink's programs empower young people to find their voice, seek leadership roles and take action in their communities.

**About The Sports Museum of Los Angeles**

The Sports Museum of Los Angeles, open by invitation only, is the largest and broadest known collection of iconic sports memorabilia and collectibles in the world. It contains 10,000 artifacts collected over 25 years by Los Angeles businessman Gary Cypres. The collection valued in the millions include: Babe Ruth's 1934 uniform, Joe DiMaggio's record-breaking ball from his legendary 56-game hitting streak, and jerseys from NBA and NFL greats. On display is the 1941 Heisman Trophy awarded to Minnesota's Bruce Smith; the original cornerstone from Yankee Stadium in 1923, the first ball used at Ebbets Field (1913), and Fenway Park (1912), Gary Cooper's gray New York jersey worn when he portrayed Lou Gehrig in the movie "Pride of the Yankees".

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