



April 16th, 2012

FOR IMMEDIATE RELEASE

Week of the Young Child™ Comes to the Zimmer Children's Museum Fun-filled Week Includes Partnership with LA Diaper Drive

Los Angeles, CA – At the Zimmer Children's Museum, we recognize that all young children need and deserve high-quality learning experiences to prepare them for life. Join us all week as we participate with the National Association for the Education of Young Children (NAEYC) in celebration of the Week of the Young Child™!

The Week of the Young Child™ is an annual celebration sponsored by the National Association for the Education of Young Children (NAEYC). The purpose of the Week of the Young Child™ is to focus public attention on the needs of young children and their families and to recognize the early childhood programs and services that meet those needs. The 2012 Week of the Young Child™ is April 22–28 and the theme is Early Years are Learning Years®.

LA Diaper Drive Partners for Special VIB Hour Promotion

This week only, the Zimmer will open early (9:00am) every day exclusively for our babies under 2 and their caregivers. We will be offering free adult admission for VIB (Very Important Babies) Hour with a donation of partial box of diapers (minimum 10). All donations will go to LA Diaper Drive, who distributes about 1 million diapers a year to families throughout Los Angeles.

Art Crawl

1. Clean out the art room. 2. Make it into one giant canvas. 3. Get lots of (NON-TOXIC) paint. 4. Let 'em go! In a Zimmer onesie (minimum donation of \$15), babies become the artist and the canvas!

Thursday, April 26th and Friday, April 27th, 9:15-10:15am (during VIB Hour for the under 2 crowd only)

When:

Sunday, April 22 – Friday, April 27 (*Times vary; please check calendar at www.zimmermuseum.org/programs.html*)

Where:

Zimmer Children's Museum, 6505 Wilshire Boulevard #100, Los Angeles, CA 90048

About the Zimmer Children's Museum

The **Zimmer Children's Museum** is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 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.

The **Zimmer Children's Museum** is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

About LA Diaper Drive

LA Diaper Drive is a 501(c)(3) charity that provides free diapers to low-income families in the Los Angeles area (tax ID # 56-2517353). The diapers are distributed through 22 community-based organizations that already work with low-income families. These partner agencies use the diapers as incentive to get low-income parents into parenting, life skills, GED prep, and other life-improving classes and report that attendance doubles and triples in classes where diapers are introduced as an incentive to attend.

LA Diaper Drive is the second largest diaper bank in the country, and the 2011 winner of 1st and 2nd places at LASVP's Social Innovation Fast Pitch Competition at the Annenberg Peer to Peer event. Log onto the press page of our website to view the winning pitch. Diaperdrive.com

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