



FOR IMMEDIATE RELEASE

October 1, 2016

CONTACT

Claire Bischoff

202-822-1205

cbischoff@hamiltonps.com

Zoe Ocampo

303-895-0066

zoeo@cmdenver.org

**CHILDREN'S MUSEUM OF DENVER AT MARSICO CAMPUS AND VROOM LAUNCH
PARTNERSHIP TO PROMOTE EARLY BRAIN DEVELOPMENT**

Denver, CO—Today, the Children's Museum of Denver at Marsico Campus and Vroom, an initiative of the Bezos Family Foundation, launched a first-of-its-kind partnership that empowers families through increased access to information about early brain development.

Vroom translates leading research on early brain development into meaningful, actionable tips for families. Together, the two organizations have transformed spaces throughout the Children's Museum into places for parents and children to have high-quality interactions that enhance brain building.

Bilingual brain building tips are placed throughout the Children's Museum in unexpected locations, such as bathrooms, water fountains, lockers, stairs, and the parking lot, to encourage parents and caregivers to make every moment with their child a brain building moment.

"We are thrilled to have such a creative and dedicated partner in the Children's Museum of Denver at Marsico Campus," said Jackie Bezos, President and Co-Founder of the Bezos Family Foundation. "The Children's Museum is truly a pioneer in reimagining the role institutional spaces can play in supporting families and enhancing the moments they spend together, and we believe that this simple, vibrant concept will serve as an inspiring example for others to follow."

To mark the partnership launch, the Children's Museum worked with community partners and family service organizations to bring hundreds of families from around Denver to a free, special access event at the Children's Museum, showcasing Vroom and demonstrating brain building activities and techniques. Activities included Vroom tip stations located throughout the Children's Museum, as well as stations for families to preview and sign up for the Daily Vroom app. All stations were staffed by Children's Museum educators—with Spanish translation available when needed—and emphasized activities that families could easily do at home, with no added cost or special materials.

"Our partnership with Vroom is helping us take what we know to be true – that parents are their children's first and most important teachers – and weave it through the Children's Museum in easy, accessible ways," said Sarah Brenkert, Senior Director of Education and Evaluation at the Children's Museum of Denver at Marsico Campus. "We are honored to partner with Vroom to bring this critical message to caregivers."



The Vroom partnership with the Children's Museum of Denver at Marsico Campus is part of a broader Colorado-wide initiative to disseminate information about early brain development to parents and caregivers throughout the state. Vroom and anchor partner Parent Possible are collaborating with a group of organizations committed to sharing information about parent engagement and early learning to drive understanding about the role parents play in early brain development. The partnership is designed to engage teachers, childcare providers, civic leaders, principals, and families, in an effort to improve access to information about ways to boost early learning for children across Colorado.

###

About Vroom

Vroom was developed based on the premise that every child is born with enormous potential and every parent has the ability to help them realize that potential. Vroom translates leading research on early brain development into meaningful and actionable activities for families. Vroom has 1000+ free bilingual tips that are easy, interactive things parents can do in the time they already share with their children that don't require additional time or money. Visit joinvroom.org and follow @joinvroom for more information.

About Children's Museum of Denver at Marsico Campus

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day their expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children's Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive, hands-on exhibits, engaging daily programming and year-round special events. Last year, they served over 502,000 children and their grown-ups.

The Children's Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.