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CHARLOTTE MECKLENBURG

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News Release

FOR IMMEDIATE RELEASE

ImaginOn Welcomes “The Adventures of MR. POTATO HEAD” Exhibit May 25

Interactive, educational experience runs through Sept. 7 and focuses on early childhood learning

Charlotte, NC – May 1, 2019 – Families won’t want to miss The Adventures of MR. POTATO HEAD, a FREE interactive exhibit that will be at ImaginOn: The Joe & Joan Martin Center May 25 through Sept. 8, 2019. The much-loved MR. POTATO HEAD character will lead young visitors, parents and caregivers on several fun and educational adventures. From jungle safaris to archeological digs, each activity will provide children with engaging learning experiences.

The exotic and fanciful exhibit is designed to develop school readiness and academic skills for young children, focusing on literacy, problem solving, mathematics, science and social studies. It is based on developmental milestones set by the National Association for the Education of Young Children and national academic standards.

Admission to the exhibit is free. The exhibit is open during ImaginOn building hours: Monday – Thursday from 9 a.m. to 8 p.m., and Friday – Saturday from 9 a.m. until 5 p.m. (ImaginOn is closed on Sundays from Memorial Day to Labor Day for summer hours.) For more information, call 704-416-4600 or visit imaginon.org.

The 1,500 square foot exhibit, targeted to children ages 3-8, was created by the Betty Brinn Children’s Museum in collaboration with PLAYSKOOL, the infant/preschool toy division of Hasbro, Inc.

Visitors will find interactive play areas within the exhibit, including:

WELCOME! – The fun begins with an awe-inspiring collection of MR. POTATO HEAD parts and accessories as well as an anthology to depict the character’s wild adventures.

SPUD QUEST – While on an archeological dig in search of the statue of King Tato, visitors will need to decipher “tatoglyphs” and solve mazes to find the statue’s secret cache. Guests will use special maps to explore the treasure chamber and excavate the dig site to uncover fun artifacts from the King’s past, while reconstructing the King’s crown and weighing the discoveries in MR. POTATO HEAD’s research tent.

SPUD SAFARI – While roaming jungles with MR. POTATO HEAD, visitors can enjoy a pretend mudslide or venture inside a cave in search of mysterious objects. Guests should listen carefully to identify sounds in the jungle, discover camouflaged and hidden creatures, and gain a different perspective when they use special lenses and cameras to see the world through the eyes of silly birds, bugs and animals.

The Adventures of MR. POTATO HEAD exhibit was created by the Betty Brinn Children’s Museum in collaboration with Hasbro. MR. POTATO HEAD is a registered trademark of Hasbro, Inc. and is used with permission. © 2019 Hasbro. All rights reserved. The national exhibit tour is sponsored by the Northwestern

Mutual Foundation, with additional support provided by Debra Altshul-Stark and Brian Stark, and the Greater Milwaukee Foundation.

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About Charlotte Mecklenburg Library:

Charlotte Mecklenburg Library is one of America's leading urban public libraries, serving a community of more than one million citizens in Mecklenburg County, North Carolina. Through 20 locations, targeted outreach and online resources, the Library delivers exceptional services and programs, with a mission to improve lives and build a stronger community. For more, visit cmlibrary.org.

About the Betty Brinn Children's Museum

The Betty Brinn Children's Museum is a private, nonprofit organization dedicated to providing educational resources that promote the healthy development of children in their formative years – from birth to age 10. The Museum's mission is supported by the development of age-appropriate, hands-on exhibits and programs for children, and adult education programs that focus on early childhood brain development, learning styles, parenting skills and how the Museum environment can be used to promote a young child's cognitive, emotional, social and physical growth. The Museum has benefited almost 2 million children and adults since opening in 1995.

About the Northwestern Mutual Foundation

The Northwestern Mutual Foundation has honored its mission — inspiring human potential through lifelong learning and community commitment — by granting support in three focus areas: Education, Health and Human Services, and Arts and Culture. The Foundation gives more money to support and develop the community than any other corporation in the state of Wisconsin and has been a supporter of the Betty Brinn Children's Museum since the museum opened in 1995. The Foundation's support for the national tour of The Adventures of MR. POTATO HEAD reflects its confidence in the Betty Brinn Children's Museum and its commitment to early childhood education.

About PLAYSKOOL

Since 1928, PLAYSKOOL, the infant/preschool toy division of Hasbro, Inc. (NYSE: HAS), has provided toys that help infants, toddlers and preschoolers develop and learn as they play. PLAYSKOOL believes that play is the first and most important building block for all learning and encourages parents and grandparents to play with their children everyday.

About Hasbro

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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