

News Release

FOR IMMEDIATE RELEASE

ImaginOn Welcomes the *Some Assembly Required* Exhibit May 28

Interactive, educational experience focuses on social and emotional development and STEAM (science, technology, engineering, arts/design and math) education for children

Charlotte, NC – May 27, 2022 – Charlotte Mecklenburg Library is excited to announce the return of summer exhibits to ImaginOn: The Joe & Joan Martin Center located in Uptown Charlotte at 300 East 7th Street. *Some Assembly Required*, created in partnership with Build-A-Bear Workshop, Inc., kicks off Saturday, May 28, 2022 and will run through Sunday, September 11, 2022. It is important to note this is **NOT** a Build-A-Bear workshop and no custom bears will be made.

Some Assembly Required engages children in fun and challenging activities that help foster the development of key social-emotional skills and highlight Build-A-Bear's core values: achieve, collaborate, celebrate, give, learn and embrace. Interactive stations throughout the exhibit introduce STEAM concepts and encourage children to tinker, invent and solve problems. The exhibit invites children and families to construct a bridge, form a band, plant a community garden and participate in other experiences that feature storytelling, coding/logic, construction activities, mechanical concepts, music, visual communications, design, agricultural sustainability and diversity.

"We are overjoyed to bring *Some Assembly Required* to ImaginOn!" said Tony Tallent, associate director of branches at Charlotte Mecklenburg Library. "This large-scale exhibition is the first one featured in more than two years, and we think it is well worth the wait. Not only is *Some Assembly Required* an interactive, learning, and fun-filled experience for children, their families and caregivers--it is also free to the public!"

The 1,200-square-foot display is designed to cultivate social-emotional and academic skills among children ages 2 to 10.

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.

###

Information for Groups:

Can I bring a group? Yes! Groups are welcome to visit *Some Assembly Required* exhibit after 12 p.m., Monday-Saturday. Reservations are neither required nor accepted and entry into the *Some Assembly Required* exhibit is always on a first-come, first-served basis. However, if you wish to combine your visit to the exhibit with any other building-wide activity, a group visit booking is required. You can make a request at imaginon.org/calendar/group-visits.

Can a group make a reservation to visit the *Some Assembly Required* exhibit? No, all visits to the exhibit happen on a first-come, first-served basis. Families are encouraged to take advantage of Family Time, if your schedule allows. (See below for details.)

Is there a time when the exhibit is open just for families? Yes! Family Time for the *Some Assembly Required* exhibit is every Monday through Saturday from 9 a.m.-12 p.m. During this time, the exhibit is open just for children with their parents/caregivers. (Limit 5 children per adult.)

Can children visit the exhibit by themselves? Children under age 8 must be always with a caregiver. Caregivers should be at least 12 years old and mature enough to follow ImaginOn rules and guidelines. Chaperones are required for all groups visiting ImaginOn and the exhibit.

What if the exhibit is full when I arrive? Because visitor safety is our top priority, admittance into the exhibit is limited. This allows guests the ability to fully explore the exhibit at their own pace. If the exhibit is “full,” we have a queuing area where visitors can wait to enter the exhibit on a first-come, first-served basis. We have suggested activities to pass the time while you are in line.

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 hands-on educational experiences that foster school-readiness and help children acquire fundamental cognitive, social-emotional and physical skills during their formative years. The Museum is committed to educating adults about the profound influence of early learning on a child’s success throughout life and ensuring access by all children and families in the community. For more information, visit bbcmkids.org.

About the Build-A-Bear

Build-A-Bear® is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop has over 450 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States,

Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, and franchise stores in Africa, Asia, Australia, Europe, Mexico and the Middle East. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options. Build-A-Bear Workshop, Inc. (NYSE:BBW) posted total revenue of \$336.6 million in fiscal 2018.

Media Contact:

Asha Ellison
Interim Chief Marketing Officer
Charlotte Mecklenburg Library
704-416-0704
aellison@cmlibrary.org

Media resources:

Charlotte Mecklenburg Library newsroom: cmlibrary.org/library-news

Social sharing:

Hashtags: #cmlibrary
Facebook: www.facebook.com/cmlibrary
Twitter: www.twitter.com/cmlibrary
Instagram: www.instagram.com/cmlibrary
LinkedIn: www.linkedin.com/company/charlotte-mecklenburg-library