



October 28<sup>th</sup>, 2011

## FOR IMMEDIATE RELEASE

### Moms & The City Teams Up with the Energizer Bunny Brigade to *Change Your Clock, Change Your Battery* Fire safety event to help share this life-saving reminder

Los Angeles, CA – Please join Moms & The City (<http://www.momsandthecity.net/>) and blogger Jennifer Brandt (<http://www.perfectlydisheveled.com/>) at a fire safety event reminding the public to *Change Your Clock, Change Your Battery* at the Zimmer Children's Museum on November 3<sup>rd</sup>. The *Change Your Clock Change Your Battery* program was started by the International Association of Fire Chiefs and Energizer 24 years ago as reminder to change the batteries in your smoke alarms when you change your clocks at the end of Daylight Saving Time every fall.

At this private event, kids will learn about the importance of fire safety at home and share the life-saving reminder of changing the batteries in smoke alarms when you change your clocks. There will be food, a free photo session with the Energizer Bunny, and a visit from members of the Los Angeles Fire Department.

#### **When:**

Thursday, November 3<sup>rd</sup>, 2011  
3:30pm – 5:30pm

#### **Where:**

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

The public is encouraged to join the Energizer Bunny Brigade at [www.facebook.com/energizerbunny](http://www.facebook.com/energizerbunny) and take the pledge to keep fire safety at home top of mind.

#### **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>.

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