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FOR IMMEDIATE RELEASE

California Children's Museums Participate in Facebook Challenge Zimmer Children's Museum, Sacramento Children's Museum Race to 250 New Likes

Los Angeles, CA – Let the battle begin! Play is what children's museums do best, and two of them are about to take playtime online.

Taking a cue from the race to 10,000 Facebook likes that the California, Arizona, and Washington, DC state arts agencies participated in last fall, two California children's museums- the Zimmer Children's Museum in Los Angeles and the Sacramento Children's Museum- are starting their own Facebook challenge on February 1st. In this age-old battle between NorCal and SoCal, who will come out on top?

The two museums have agreed on a slightly less ambitious goal than their state art agency friends- a race to 250 new Facebook likes. Each museum will create a goodie box filled with items and foods specific to their region of California. Both boxes will be raffled off to one of the last 250 people who liked the winning museum.

You can join in the race to the top by visiting the Zimmer Children's Museum (<http://www.facebook.com/zimmermuseum>) and Sacramento Children's Museum (<http://www.facebook.com/pages/Sacramento-Childrens-Museum/253300301370600?ref=pb>) Facebook pages and liking your favorite contestant.

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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