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**FOR IMMEDIATE RELEASE**

**Children’s Museum of Atlanta announces launch of Family Free Days***Free admission to be made possible by the PNC Foundation and The Coca-Cola Foundation*

**ATLANTA (December 10, 2018) – Children’s Museum of Atlanta** will once again provide free access to resources and experiences that promote learning through the power of play with **Family Free Days**. Made possible by the support of the PNC Foundation and The Coca-Cola Foundation, the admission-free events aim to reach over 7,200 children and caregivers who might not otherwise be able to visit the Museum due to economic challenges. The first Family Free Day will take place on **Wednesday, February 13, 2019**.

“Play is our brain’s favorite way of learning,” said Jane Turner, executive director of Children’s Museum of Atlanta. “Through the generosity of our presenting sponsors PNC Foundation and The Coca-Cola Foundation as well as our supporting sponsor CareSource, we’ll be closer to fulfilling the Museum’s mission to change the world by sparking every child's imagination, sense of discovery and learning, through the power of play.”

Family Free Days will include three two-and-a-half hour sessions per day to maximize attendance, visitor experience and impact; extended after-school and after-work hours designed to reach 1,800 guests each day; themed content, such as literacy, STEM, healthy living, social and emotional skills, etc., presented in a festival-like atmosphere; full access to the Museum; and more.

“This new series of Family Free Days offers a great opportunity for thousands of visitors to come out and enjoy the Children Museum of Atlanta’s fun programs and interactive exhibits for free,” said Eddie Meyers, PNC regional president for Georgia. “By making quality early learning programs accessible to all families, regardless of income, the museum is extending the tremendous benefits of learning through play to our entire community.”

Family Free Days will begin in February 2019 and will take place in the spring, summer and fall. For more information or to register, please visit [childrensmuseumatlanta.org](https://childrensmuseumatlanta.org/).

**About Children’s Museum of Atlanta:**

Children’s Museum of Atlanta is the only educational venue of its kind in Atlanta, presenting educational programs and exhibits designed for young children ages 0-8. The Museum’s mission is to spark imagination and inspire discovery and learning for all children through the power of play. With six permanent learning zones consisting of bright, creative and hands-on exhibits, the Museum supports inventive play-based exploration and experiential learning focused on the whole child. Core competencies for literacy, math and science are promoted throughout all exhibits and programming in alignment with the state and national Core Performance Standards.  Children’s Museum of Atlanta also offers parties, memberships, field trips, summer camp and private events.For more information or to support Children's Museum of Atlanta, visit [childrensmuseumatlanta.org](http://www.childrensmuseumatlanta.org) or call 404.659.KIDS [5437].

**About PNC Foundation:**

The PNC Foundation, which receives its principal funding from The PNC Financial Services Group (www.pnc.com), actively supports organizations that provide services for the benefit of communities in which it has a significant presence. The foundation focuses its philanthropic mission on early childhood education and community and economic development, which includes the arts and culture. Through Grow Up Great, its signature cause that began in 2004, PNC has created a bilingual $350 million, multi-year initiative to help prepare children from birth to age 5 for success in school and life.

**About The Coca-Cola Foundation**The Coca-Cola Foundation is the global philanthropic arm of The Coca-Cola Company. Since its inception in 1984, the Foundation has awarded more than $1 billion in grants to support sustainable community initiatives, including protecting the environment, empowering women and enhancing communities to thrive. For more information about The Coca-Cola Foundation, please visit [www.coca-colagivingback.com](http://www.coca-colagivingback.com/).

**About CareSource**

CareSource is a nonprofit, multistate health plan recognized as a national leader in managed care. Founded in 1989, CareSource administers one of the nation’s largest Medicaid managed care plans and offers a lifetime of access to care through health insurance, including Medicaid, Health Insurance Marketplace, Medicare Advantage and dual-eligible programs. Headquartered in Dayton, Ohio, CareSource serves nearly 2 million members in Georgia, Indiana, Kentucky, Ohio and West Virginia. CareSource understands the challenges consumers face navigating the health system and is transforming health care with industry-leading programs that improve the health and well-being of our members. For more, visit caresource.com, follow @caresource on Twitter, or like CareSource on Facebook.

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