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**FOR IMMEDIATE RELEASE**

**Children’s Museum of Atlanta appoints six new members to Board of Directors**

*Museum engages new business executives across various industries*

**ATLANTA – (May 9, 2022) – Children’s Museum of Atlanta** leadership is pleased to announce the appointment of six new members to its Board of Directors. The new appointees are: **Shamika Lackey** of Nike Slalom Consulting’s **Bharath Parthasarathy**, **Dr. DeRetta Rhodes** of the Atlanta Braves, **Jennifer Ide** of Rimidi, Inc., Vice President of Equifax, **Jason Esteves** and **John Jackson** of BlackRock.

“We are delighted to have these new members join the board,” said Children’s Museum of Atlanta Executive Director Jane Turner. “The immense talent and expertise this group of leaders brings to the CMA board will help further position and propel the museum for continued impact on the community.”

**Shamika Lackey** serves as the VP, HR Business Partner - North America Consumer Marketplace of

Nike. In addition to her new role supporting the Museum, she combines her experience in HR supporting retail business strategy across digital platforms and retail stores with a passion to give back to her community by serving as a member of the Society for Human Resource Management as well as Delta Sigma Theta Sorority, Inc.

**Bharath Parthasarathy** leads the Technology; Sports & Live Entertainment and Higher Education/K-12 market practices as a Senior Director at Slalom Consulting. He currently serves on the Board of Visitors for the University of North Carolina at Chapel Hill, the Selection Advisory Committee for the GreenLight Fund – Atlanta, the Leadership Council for Zoo Atlanta, and the Board of Directors for 48 in 48, Inc

The Atlanta Braves’ Executive Vice President and Chief Culture Officer **Dr. DeRetta Rhodes** brings many years of leadership experience and insights across various brands to her position on the board at Children’s Museum of Atlanta. With the Atlanta Braves, she is responsible for people capital initiatives for the organization’s Major League, Minor League and The Battery Atlanta operations. Dr. Rhodes is a board member of the Woodruff Arts Center, Goodwill of North Georgia, the American Heart Association and more.

An accomplished lawyer and community leader from Atlanta, **Jennifer Ide** is the Chief Administrative Officer of Rimidi, Inc., a cutting-edge digital health company. Previously, she served as the Atlanta City Council member for District 6. She is a board member of the South Fork and Piedmont Park Conservancies in addition to serving as a Legal Aid for the Pro Bono Partnership of Atlanta.

**Jason Esteves** is an advocate for improving the financial outlook of the school system by formerly serving as chair of the Atlanta Public Schools Board of Education and currently serving as Seat 9 At-Large Representative. Esteves also is Vice President of Legal at Equifax Inc., where he supports investigations and disputes; risk mitigation; government and media relations and security.

Director and Atlanta Office Head of BlackRock's US Wealth Advisory business **John Jackson** leads a team of sales professionals responsible for representing BlackRock's retail investment solutions across multiple distribution segments.  Prior to this role, he was the Deputy COO of US Wealth Advisory, leading business management and distribution strategy.

To explore opportunities to support Children’s Museum of Atlanta, please visit [childrensmuseumatlanta.org](https://childrensmuseumatlanta.org/).

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**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 mission of Children's Museum of Atlanta is to change the world by sparking every child's imagination, sense of discovery and learning through the power of play. With 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. Funding has been provided by Georgia Humanities and the National Endowment for the Humanities as part of the American Rescue Plan Act of 2021. For more information, please visit [GeorgiaHumanities.org](http://www.GeorgiaHumanities.org). Major support is provided by the Mayor's Office of Cultural Affairs and major funding is provided by the Fulton County Board of Commissioners. Children’s Museum of Atlanta also offers memberships. For more information or to support Children's Museum of Atlanta, visit [childrensmuseumatlanta.org](https://childrensmuseumatlanta.org/) or call 404.659.KIDS [5437].

**Museum Admission:** Online ticketing only is available at this time. Phone booking is available with ample notice and will be booked via online reservation. Members must pre-book and will be able to redeem their $5 voucher online. Babies 11 months and younger and members are admitted for free and must reserve their free ticket online prior to arriving at the Museum. All daily programs are included in price of admission. For more information regarding ticket and membership options, visit [childrensmuseumatlanta.org](https://childrensmuseumatlanta.org/)

**Museum Hours**: The Museum will operate in 2 three-hour sessions with one-hour cleaning between sessions. The hours for the month of April are 9:30 a.m.-12:30 p.m. and 1:30-4:30 p.m. The Museum will be closed on Wednesdays. Please check the Museum website to confirm hours of operation.