



Children's Museum
of Atlanta

MEDIA CONTACTS:

Alison Wentley/ Emily Garrett
BRAVE Public Relations/ Indiana University Health Public Relations
404.233.3993/317.914.3479
awentley@emailbrave.com
egarrett2@iuhealth.org

FOR IMMEDIATE RELEASE

"Doc McStuffins: The Exhibit" to open at Children's Museum of Atlanta, June 8, 2019

First-ever museum exhibit based on Disney's Peabody Award-Winning Series

ATLANTA (March 20, 2019) – Experience the first-ever museum exhibit based on Disney Junior's Peabody Award-winning television series "Doc McStuffins" as it opens at **Children's Museum of Atlanta. Doc McStuffins: The Exhibit** debuts **Saturday, June 8, 2019** and will run through **Sunday, September 8, 2019**.

The highly interactive English and Spanish bilingual experience will transport kids and families from Doc's backyard clinic to the McStuffins Toy Hospital. There, families are invited to help Doc perform check-ups and diagnose toy patients while learning about healthy habits, compassion, and nurturing care.

Riley Children's at Indiana University Health, Indiana's only comprehensive pediatric health system, has partnered with [The Children's Museum of Indianapolis](#) to provide an opportunity for children to become comfortable in a healthcare setting.

"It is a heavy order to convince children that going to see the doctor is not scary," said Dr. Paul Haut, chief operating officer for Riley Children's Health. "But it can be done through educational and interactive experiences, which help them understand that what we do is help keep people healthy. By teaching visitors about healthy habits, such as practicing good hand hygiene, exercising regularly and eating well, we hope this exhibit will put children's minds at ease, while supporting our mission to keep all children healthy."

"Doc McStuffins serves as a great role model to children and adults, encouraging them to explore the importance of taking care of their own bodies as well as caring for others," said Children's Museum of Atlanta's Executive Director Jane Turner. "Through imaginative play, we hope our visitors will learn more about health, science and medicine and discover that children can be anything they want to be when they grow up."

Nancy Kanter, executive vice president and general manager, Disney Junior, said "Doc McStuffins has already made a tremendous impact on how children see themselves and their possibilities by way of our popular TV series." She continued, "We are delighted to now bring the show's messages of care and compassion directly into communities across the country. We look forward to having young visitors experience Doc's playhouse clinic and toy hospital and learn firsthand about caring for themselves and others."

Disney Junior's Peabody Award-winning "Doc McStuffins" is an imaginative animated series about a 6-year-old girl who communicates with and heals stuffed animals and broken toys out of her backyard playhouse clinic and in the magical McStuffins Toy Hospital. Created and executive-produced by Humanitas Prize and Emmy Award-winning Chris Nee, the series has been lauded globally for its modeling of good health practices and imparting to young viewers the importance of taking care of oneself and others.

This exhibit was produced by The Children's Museum of Indianapolis and Disney Junior. The Children's Museum of Indianapolis is a nonprofit institution committed to creating extraordinary family learning experiences across the arts, sciences, and humanities that have the power to transform the lives of children and families. Disney character live appearances are not part of the exhibit.

Local sponsorship of "Doc McStuffins: The Exhibit" was made possible through sponsorship by Georgia Power Foundation, Inc., Fulton County Board of Commissioners and the Mayor's Office of Cultural Affairs.

For more information, visit 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. The 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 or call 404.659.KIDS [5437].

About Riley Children's at Indiana University Health

For more than 90 years, Riley at IU Health has been one of the nation's leading children's hospitals. Each year, Riley at Indiana University Health provides compassionate care, support and comfort to 215,000 inpatients and outpatients from across Indiana, the nation and the world. Physicians at Riley at IU Health provide comprehensive care, from the routine to the most complex, in every field of pediatric medicine and surgery. Riley at IU Health is nationally ranked as a top children's hospital by *U.S. News & World Report* and is the only nationally ranked children's hospital in Indiana. Part of Indiana University Health, Riley at IU Health enjoys a unique partnership with the Indiana University School of Medicine, giving our highly skilled physicians access to innovative treatments using the latest research and technology.

About Disney Junior

Disney Junior reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. It invites mom and dad to join their child in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills. In the U.S., Disney Junior is a daily programming block on Disney Channel in 92 million homes and a 24-hour channel reaching over 73 million U.S. homes. In total, there are 35 Disney Junior channels in 27 languages around the world.

###