

# NEWS RELEASE

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## INTRODUCING GOODTOGROW.ORG: THE CHILDREN'S MUSEUM ONLINE HEALTHY WEIGHT RESOURCE FOR FAMILIES WITH CHILDREN

WASHINGTON, D.C. — The Association of Children's Museums (ACM) is proud to announce [www.GoodtoGrow.org](http://www.GoodtoGrow.org), a new online destination for families with children ages 2-10 that links the children's museum experience, home life and the broader community with compelling messages, engaging activities and accurate resources for living healthy lives, beginning with maintaining a healthy weight.

"The GoodtoGrow.org experience breaks the typical rule for Web engagement that encourages a lengthy Web visit," says Janet Rice Elman, ACM executive director. "Family Fun activities and a dose of daily health information motivate repeat visits. But the online activities ultimately direct families to play in the real world. The GoodtoGrow.org mantra is: Visit often but don't stay long!"

### There's something different about this family health Web site...

- **Four areas to explore.** In *Family Fun*, families plant a virtual *Good to Grow!* tree and help their tree sprout colorful stickers by answering health discovery questions. The **Gallery** is the place where families can see a wild and wacky array of *Good to Grow!* trees created by other families. In **Grown-up Stuff** adults can find tips and tools to support their family's good health and connect with other parents online. In **Museums**, families can learn about "Healthy Happenings" exhibits, programs and events that highlight the ways children's museums are activating children and parents to choose healthy foods, increase physical activity, reduce screen time and nurture a lifelong connection to the outdoors. The site also includes a private portal for ACM children's museums to access resources to help them create innovative exhibits, programs and community partnerships.
- **A reliable parenting source.** Content for the site is informed by ACM partners including the American Academy of Pediatrics and the National Institutes of Health's Ways to Enhance Children's Activity & Nutrition program and an advisory board composed of children's museum professionals and experts from organizations committed to protecting and advancing the health of children.
- **Walking and clocking the talk.** A usage clock — one of the first of its kind — helps users track just how much time they are spending on the site, with the idea that awareness can bring about responsible screen time usage.
- **Fostering online and offline town squares.** After a quick, free, registration process, families can plant their *Good to Grow!* family tree among a museum neighborhood of family trees. The *Parent Voices* blog encourages caregivers to share their experiences, opinions and advice about raising a healthy family. A museum locator tool helps families find a children's museum near their home, a relative's or a vacation destination so that discovering the central gathering place to play and learn — no matter where you are — is quick and easy.
- **Respect for families.** At [www.GoodtoGrow.org](http://www.GoodtoGrow.org), visitors can expect an advertisement-free Web experience and know that their personal information is kept private and never sold.

The Association of Children's Museums (ACM) is a professional service organization with an international membership of more than 300 museum members. For more than 100 years, children's museums have stimulated curiosity and motivated learning in young children. The museums complement efforts in schools, childcare centers and homes, enriching the lives and education of children. Children's museums annually reach more than 30 million children and families. GoodtoGrow.org is a fundamental component of ACM's health initiative, *Good to Grow!*, which began in 2005 to address childhood overweight and related health issues, and is made possible through a generous grant from the Fidelity Investments Charitable Gift Fund. Visit [www.ChildrensMuseums.org](http://www.ChildrensMuseums.org) for tips on making the most of the children's museum experience and [www.GoodtoGrow.org](http://www.GoodtoGrow.org) for playful ideas and vital information about growing healthy children.

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