

MEDIA ALERT

FOR IMMEDIATE RELEASE: April 6, 2005



INFORMAL EDUCATION EXPERTS DISCUSS THE POWER OF FAMILY LEARNING — Association of Children's Museums Convenes International InterActivity Conference in Indianapolis, IN —

- WHY:** Family is a perennial public issue, as is learning. Family learning, however, is not yet a public idea. The InterActivity conference will explore the nature of family learning, and how children's museums — who serve more than 30 million (and growing) individuals annually — can impact family learning through exhibits, programs and community outreach.
- WHAT:** InterActivity 2005: *The Power of Family Learning Conference*
- WHEN:** APRIL 28-30, 2005
- WHERE:** The Westin Indianapolis, 50 S. Capitol Avenue, Indianapolis, IN (317) 262-8100
- WHO SPEAKS:**
- Thursday, April 28, 9:30-10 a.m.: Samuel J. Meisels – President, Erikson Institute, who will accept ACM's *Great Friend to Kids Award* on behalf of the Institute.
 - Friday, April 29, 9 a.m.-10:15 a.m.: Mary Catherine Bateson – Noted author, anthropologist and children's advocate.
 - Saturday, April 30 Saturday, 11 a.m.-12 p.m.: Alvin Rosenfeld – Child psychiatrist and co-author of *The Over-Scheduled Child*.
- WHO ATTENDS:** Six hundred (600) children's museum professionals, educators and researchers from the United States and other countries such as Canada, Honduras, Ireland, Israel, Japan, Mexico, The Netherlands and Peru.
- WHO HOSTS:** The Association of Children's Museums (ACM), a professional service organization, annually hosts InterActivity to promote best practices within the field of children's museums. ACM's mission is to build the capacity of children's museums to serve as town squares for children and families where play inspires creativity and lifelong learning.
- The Children's Museum of Indianapolis is the local host of InterActivity 2005. The Museum is a non-profit institution committed to creating extraordinary learning experiences that have the power to transform the lives of children and families. With more than 450,000 square feet of space, The Children's Museum of Indianapolis is the largest children's museum in the United States. Situated on 13 acres of land in Indianapolis, it features 11 major galleries and hosts almost 1 million visitors annually.
- PRESS INFO:**
- To arrange onsite access or to ask questions, contact Diane Kopasz, ACM, (202) 898-1080, dkopasz@ChildrensMuseums.org or Jennifer Tate, The Children's Museum of Indianapolis, (317) 334-4007, jennifert@ChildrensMuseum.org.
 - Background information on the keynote speakers and InterActivity available at www.ChildrensMuseums.org.

