



## MEDIA ALERT

FOR IMMEDIATE RELEASE  
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Children's Museum Professionals Gather in New Orleans for *InterActivity 2004*  
Conference focuses on "Strategies for a Changing World"  
*Sesame Street's "Elmo" puppeteer Kevin Clash, honored with Great Friend to Kids Award*

- What: *InterActivity* is the annual three-day conference of the Association of Children's Museums (ACM) that brings together nearly 500 children's museum professionals, educators and researchers from the United States and abroad. The Louisiana Children's Museum hosts this year's conference. In over 45 sessions, museum professionals will examine and discuss strategies for success and explore trends on the horizon for cultural institutions.
- When: May 3-5, 2004
- Where: Astor Crowne Plaza, 100 Bourbon Street, New Orleans, Louisiana (504) 962-0500
- Who: ACM is the professional service organization that endeavors to expand the capacity and further the vision of children's museums. The Washington-based association serves more than 500 members worldwide.
- Highlights: Monday, May 3
- Presentation of *Great Friend to Kids Award* to Emmy award winning co-executive producer of "Sesame Street," puppeteer Kevin Clash. Keynote Address by Kevin Clash with a special appearance by *Elmo*.
- Tuesday, May 4
- Presentation of *MetLife Foundation and ACM Promising Practice Award* to four museums that developed innovative programs to help their museum succeed in changing times.
  - Keynote Address by Richard Florida, Ph.D., author of "The Rise of the Creative Class."
- Wednesday, May 5
- Keynote Address by Roberta Michnick Golinkoff, Ph.D. and Kathy Hirsh-Pasek, Ph.D., authors of "Einstein Never Used Flash Cards: How Our Children REALLY Learn - and Why They Need to Play More and Memorize Less."

### Press Passes/Photo Opportunities:

Credentialed members of the press are welcome to attend all keynote sessions listed above. Please contact Sara Habich at ACM (202.898.1080) by April 29, 2004 to arrange on-site access. For questions about ACM or background on the speakers or the conference, contact Janet Rice Elman.