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THE RAPID RIVER FARM RETURNS TO THE GRAND RAPIDS CHILDREN'S MUSEUM *See what's new in the farm on Jan 27, 2024!*

[Grand Rapids, MI] January 15, 2024 – The Grand Rapids Children's Museum is happy to announce the return of the Rapid River Farm on January 27, 2024.

"Our farm is a beloved exhibit and we are so happy to welcome it back," says Maggie Lancaster, CEO, Grand Rapids Children's Museum.

Come play down(town) on GRCM's Rapid River Farm! In this exhibit, children can pick apples, feed animals, grow plants, gather eggs, and find out what it's like to live, work, and PLAY on a farm. This exhibit is presented by the Michigan Apple Committee and with support from Herbruck's Poultry Ranch, Inc.

"Michigan Apple Committee is proud to sponsor the Rapid River Farm exhibit at the Grand Rapids Children's Museum. This exhibit is an opportunity for children to learn more about where their food comes from and how it is grown. Apples are Michigan's largest and most valuable fruit crop, and we take seriously the responsibility of educating Michigan consumers about agriculture," states Diane Smith, Executive Director, Michigan Apple Committee.

"Herbruck's Poultry Ranch is proud to sponsor this engaging, educational exhibition that will teach children in our community about the importance of agriculture and ethically produced eggs," said Herb Herbruck, President of Herbruck's Poultry Ranch. "Our Rector Road Senior Pullet Manager, Brittany Brown, worked to incorporate fun elements for children in this exhibit to get them excited about agriculture, and we look forward to providing this learning opportunity to local kids."

The farm exhibit was built and manufactured by local company Meta4Mat. The farm exhibit was conceptualized in several brainstorming sessions in local schools with area youth.

"Listening to what the children in our community wanted to see in an exhibit was critical to the exhibit creation creative process," says Erin Crison, COO and CFO of the Grand Rapids Children's Museum. "We partnered with schools in our community to send GRCM staff directly into classrooms to hear children's ideas. We love getting feedback from the consumers of the museum about what they want to see next."





This exhibit will officially open on January 27, 2024 at 9:15am with a ribbon cutting ceremony.

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About the Grand Rapids Children's Museum

The Grand Rapids Children's Museum is open to the public on Tuesdays, Friday, and Saturdays from 9am-4pm, Thursday from 9am-7pm, and Sunday from noon-4pm. Regular admission is \$12.00 per person and \$11.00 for ages 65+. Admission for teachers, healthcare workers, and active military members is \$10.00. Through Museums for All, admission for EBT and WIC cardholders is \$1.75 per person for up to 12 people per card. GRCM members and children under 1 are free! GRCM is a non-profit organization located at 11 Sheldon Avenue NE in downtown Grand Rapids. For more information and daily schedule of programming and events, please visit grcm.org.

About Herbruck's Poultry Ranch, Inc.

Herbruck's Poultry Ranch is a fourth-generation family farm based in Saranac, Michigan. Herbruck's is the largest egg producer in Michigan and has locations in Michigan, Indiana and Pennsylvania. For more information about Herbruck's, visit: www.herbrucks.com.

