



## FOR IMMEDIATE RELEASE

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## DAY OF PLAY CELEBRATION RETURNS TO THE GRAND RAPIDS CHILDREN'S MUSEUM

*FREE Admission on Jul 30, 2023*

**[Grand Rapids, MI] July 18, 2023** – Get ready to play at the Grand Rapids Children's Museum (GRCM) as we announce the highly anticipated return of the 6th Annual "Day of Play" Celebration on July 30, 2023! Join us from noon to 4 pm at the Museum in downtown Grand Rapids for a day filled with excitement and fun. This community outreach initiative, backed by a proclamation from Grand Rapids Mayor Rosalynn Bliss, is designed to inspire children and families to embrace the joy of PLAY!

This year, we're taking the fun to the streets with our incredible Rainbow Road play zone! GRCM will be open with FREE admission, offering endless adventures for all. And don't worry about lunch—delicious food trucks will be on-site, ready to serve up tasty treats for purchase.

But that's not all! We're thrilled to have an amazing lineup of community partners joining us for the festivities. Get ready for interactive experiences from Blandford Nature Center, Early Learning Neighborhood Collaborative, Grand Rapids Ballet Company, Grand Rapids Art Museum, Grand Rapids Public Library, Vibrant Futures, Storytime GR, Great Start Parent Coalition, John Ball Zoo, Family Futures, Legacy Stables, Gymco, Grand Rapids Symphony, and Girl Scouts of Michigan Shore to Shore. They'll be providing music, yard games, crafts, bubbles, and exciting giveaways at their booths (while supplies last)!

At GRCM's Day of Play Celebration, there's something for everyone! Throughout the day, be mesmerized by the incredible juggling act of Will Oltman and catch sight of beloved mascots like Herbie the egg from Herbruck's Poultry Ranch, Whoodini from Michigan Education Trust (MET), Buckets from Grand Rapids Gold, and Wimee the robot. Embrace your creative side with free face painting and design your own party hat. Plus, don't miss the chance to meet our local UPS driver and explore a real UPS truck!

Get ready to move and groove! Experience the magic of dance by trying on costumes and meeting a real ballet dancer from the Grand Rapids Ballet Company. Then, join the Dancespire dance party and dance the day away. For those seeking adventure, tackle the exciting Gymco obstacle course, and





unleash your inner musician with free on-site music lessons from Riverside Guitar School. You can even try your hand at live drumming with talented local musician Josh Dunigan.

Calling all princess lovers! Prepare to be enchanted as you meet and greet princesses from American Immersion Theater, including Rapunzel, Ariel, Elsa, Anna, and Merida, throughout the day!

If you have a passion for art, you're in for a treat! Explore the world of printmaking with GRCM's artist-in-residence Tatsuki Hakoyama inside the museum. Outside, on the vibrant Rainbow Road, ride bikes and scooters through paint, creating a stunning community art piece on canvas.

To conclude the day with a splash, join us for an unforgettable outdoor foam party, courtesy of Foam GR. Remember to bring a towel and wear something you don't mind getting damp.

This event is FREE to attend and open to the public! Don't miss out—join us for a day of endless play and laughter.

For more information about the event, please visit: <https://www.grcm.org/dayofplay2023>

We would like to express our gratitude to our event sponsors: Michigan Education Trust (MET) and Michigan Education Savings Program (MESP), Foam GR, and the City of Grand Rapids Office of Special Events, whose support has made this event possible.

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### **About the Grand Rapids Children's Museum**

The Grand Rapids Children's Museum is two floors of hands-on interactive exhibits and daily drop-in programs that inspire learning through play. GRCM has been a playful destination in downtown Grand Rapids, MI for over 25 years and 4 million guests!

GRCM opens its doors to the public on Tuesdays (12 pm - 4 pm), Wednesdays (9 am - 4 pm), Thursdays (12 pm - 7 pm), Fridays and Saturdays (9 am - 4 pm), and Sundays (12 pm - 4 pm). Admission is \$10.00 per person for general entry, \$9.00 for ages 65+, and \$8.00 for teachers and active military members. With the Museums for All initiative, EBT and WIC cardholders can visit GRCM for only \$1.75 per person (up to 12 people per card). GRCM members and children under 1 year old enter for FREE!

Located at 11 Sheldon Avenue NE in downtown Grand Rapids, GRCM is a non-profit organization dedicated to building minds through play. For a detailed daily schedule of programs and events, visit our website at [grcm.org](http://grcm.org).

