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**GRCM Celebrates 25 Years of PLAY!
Free Birthday Party at the Grand Rapids Children's Museum on July 31!**

Grand Rapids, Michigan: This year, the Grand Rapids Children's Museum celebrates 25 years of play. Since the museum opened its doors on Sheldon Ave in 1997, they have played hide and seek 1000s of times, built millions of towers and forts, and shared the message that PLAY is powerful throughout the Grand Rapids community. This milestone is a major move for the Grand Rapids Children's Museum on its mission to be an environment for play, advocate for the value of play, and build minds through play. The museum maintains their belief that play is essential for healthy development and play has the power to transform. GRCM believes play benefits all ages, everyone has the right to play, and play benefits families.

"We are so grateful to be a place for children and families to play together over the last 25 years - what vision our founding mothers had - they've given us this priceless eternal gift" says Maggie Lancaster, CEO of Play at the Grand Rapids Children's Museum referring to Georgia Woodrick Gietzen, Alyce Greeson, Carla Morris, Mary Smith, and Aleicia Woodrick. "As we look ahead at the years to come, we will continue to loudly and boldly spread the message that play is more important now than ever before."

This event comes in the wake of many recent initiatives and accomplishments of the museum, including:

- A new partnership announcement with Wimage to create the brand-new Wimee's Dreams exhibit at the GRCM supported by Acrisure
- The announcement of a new national traveling exhibit series
- The celebration of one year reopened after a 15-month closure due to the pandemic

Visit the Grand Rapids Children's Museum located at 11 Sheldon Ave NE on July 31st for the museum's birthday party from 11am-3pm. Sponsored by EV Construction and Michigan Education Trust, all of this event's activities are FREE, including FREE admission to play inside the museum! Throughout the day, guests will have many opportunities to celebrate play, including:

- High five superheroes!
- Take photos with princesses!
- Enjoy cool treats from the EV Construction Ice Cream Truck
- Make birthday party hats
- Tumble & roll through an obstacle course from 1:30-3pm with Gymco





- Bust a move at the Dancespire dance party from 11:30-2pm
- Get fancy with Face Painting by Dez!
- Have a hoot with Whoodini, our special guest from Michigan Education Trust
- Say hello to the Oscar Mayer Wienermobile®
- AND MORE!

Guests are encouraged to bring a picnic blanket to enjoy free ice cream at Veterans Memorial Park across the street from the museum. Food trucks may also be parked nearby for guests to purchase food. On-street parking is available on a first-come, first-served basis. To learn more about the GRCM 25 Years of Play Birthday Party, visit www.grcm.org.

Grand Rapids Children's Museum (GRCM): The Grand Rapids Children's Museum includes hands-on interactive exhibits and daily drop-in programs that encourage discovery and learning through play. The Museum is open Tuesdays from 9am-2pm for members-only play and to the public Thursday from noon-7pm, and Friday and Saturday from 9am-3pm. Regular admission is \$10.00 per person and \$9.00 for ages 65+. Admission for teachers and active military members is \$8.00. 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, visit www.grcm.org. Follow us on social media [www.Facebook.com/playatgrcm](https://www.facebook.com/playatgrcm), [Instagram](#) / [TikTok](#) / [Twitter](#)

