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**MUSEUM'S JUNE 19 CELEBRATION TO HONOR
ERIC CARLE'S 75th BIRTHDAY AND THE VERY
HUNGRY CATERPILLAR'S 35th**

THE VERY BIG BIRTHDAY BASH will include musical performances, storytelling, art activities, and the opportunity to wish Eric Carle and the Caterpillar a **VERY HAPPY BIRTHDAY**

Amherst, Mass. (June 14, 2004) – The Eric Carle Museum of Picture Book Art invites the public to join in a day-long celebration of Eric Carle's 75th Birthday and the 35th anniversary of the publication of the author/illustrator's famous *Very Hungry Caterpillar* on Saturday, June 19, 2004, from 10:00 a.m. to 4:00 p.m. All activities will be free with the price of regular Museum admission. Highlights of the day's festivities include the following:

- Two musical performances by Laurie Berkner of NOGGIN Television fame
- Visits from picture book characters *Corduroy* and *The Very Hungry Caterpillar*
- A chance to wish Eric Carle and the Caterpillar a VERY HAPPY BIRTHDAY at 12:45 p.m.
- New exhibitions of work by Eric Carle, Dr. Seuss, and Petra Mathers
- Special Guest Storytime Readers including Jane Dyer and Onawumi Jean Moss
- A Very Big Birthday Candle Project in the Art Studio
- Interactive Theater with Sarah Salerno-Thomas
- Crazy Juggling with Evan Young and Dave Cox
- Art Activities and Face Painting under the Big Top

The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum's goal to foster connections between visual and verbal literacy and to provide visitors of all ages and backgrounds with the opportunity to explore their own creativity and the confidence to appreciate and enjoy art of every kind.

The Museum—which is located at 125 West Bay Road, Amherst, MA—houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, and a popular Café and Museum Shop. Admission: Adults \$4; Seniors \$3; Children and Students \$2; Infants under 12 mos. Free; Family (2 adults and up to 4 children) \$10. For further information and directions, call 413-658-1100 or visit the Museum's website at www.picturebookart.org.

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