

Media Contact:

Amanda Domizio
Ruder Finn Arts & Communications Counselors
(212) 583-2798 / domizioa@ruderfinn.com

**GRAND OPENING OF
THE ERIC CARLE MUSEUM OF PICTURE BOOK ART
TO FEATURE WEEKEND OF FUN AND FESTIVITIES,
NOVEMBER 22 – 24, 2002**

Press Preview on November 19, 2002

Amherst, Mass. (November 4, 2002) – The Eric Carle Museum of Picture Book Art welcomes the public to celebrate its grand opening from November 22 – 24, 2002. Founded in part by Eric Carle, renowned author and illustrator of more than 70 books including *The Very Hungry Caterpillar*, the Museum is dedicated to exploring the role of visual art in international children’s literature. Opening its doors for the first time, this unique Museum will introduce a new generation of museum-goers to the visual arts through familiar and beloved works.

Opening ceremonies for the Eric Carle Museum of Picture Book Art will begin on **Friday, November 22, 2002** at 10:30 a.m. with the official Dedication and Ribbon-Cutting, which will be open to the public. The dedication will be attended by some of the biggest names in contemporary picture book art, including Eric Carle, Maurice Sendak, Jerry Pinkney, Jane Dyer and Barry Moser.

Opening festivities will follow the dedication on Friday from 11:00 a.m. – 4:00 p.m., and will continue on **Saturday, November 23** (10:00 a.m. – 4:00 p.m.) and **Sunday, November 24, 2002** (12 noon – 4:00 p.m.). In addition to **free admission** to the museum, highlights of this extended celebration indoors and out will include:

- musical performances by Dan Zanes, the wildly popular creator of “handmade music for kids and kid sympathizers” *
- the first chance to see new exhibitions of work by Eric Carle, Maurice Sendak, and Australian picture book artist Robert Ingpen
- storytimes with special guest readers

- performances by local favorites including Bamidele Dancers and Drummers, Amherst Ballet, Amherst Chorale, Enchanted Circle Theater and singer-songwriters Sarah Pirtle and Roger Tincknell
- hands-on art activities

Press Preview

A special preview for members of the press will be held on **Tuesday, November 19, 2002** from 11:00 a.m. to 1:00 p.m. The preview will feature museum tours and remarks by Eric Carle and founding director H. Nichols B. Clark. Museum representatives will also be available for interviews.

For More Information

PUBLIC: For more information about the Eric Carle Museum of Picture Book Art, please visit the website at www.picturebookart.org or call (413) 658-1100.

MEDIA: To RSVP for the press preview, coordinate media access to opening events or schedule interviews, please contact Amanda Domizio, Ruder Finn Arts & Communications Counselors, at (212) 583-2798 or domizioa@ruderfinn.com.

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*The 2002 Tour of Dan Zanes and Friends is made possible with the support of Stonyfield Farm, makers of all-natural and organic yogurt and ice-cream.