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FOR IMMEDIATE RELEASE

The Eric Carle Museum Presents First Fridays @ The Carle

Visitors Can Take Advantage of Later Hours for Exhibitions, Shopping, and Pizza!

Amherst, Mass. (July 31, 2006) – The Eric Carle Museum of Picture Book Art is pleased to announce the launch of **First Fridays @ The Carle**, a new program that offers families the opportunity to meet, eat, and enjoy all of the Museum’s regular public programs and special exhibitions at a time convenient for them. The program runs from 4:00 – 7:00 p.m. on the first Friday of each month and features a special Café menu. The next First Friday @ The Carle is this Friday, August 4.

Taking a cue from the Museum’s popular Member PJ parties, which have been cited by families as the perfect bedtime for little ones, with **First Fridays @ The Carle**, the Museum invites visitors to do something a little different after school or work. Visitors can grab a quick and casual bite to eat (pizza!) in the Museum’s Café, enjoy a Storytime in the Reading Library, drop by the Galleries, take in a short film in the Auditorium, and create a masterpiece in the Art Studio . . . all before bedtime!

Visitors taking advantage of the Museum’s new schedule can take in the current exhibitions including *The Wonderful Art of Oz*, *Creative Connections: The Art of Eric Carle and Leo Lionni*, *PROCESS: From Person to Pencil to Published*. Upcoming events include Meet Eric Carle! The annual Eric Carle Book Signing Event on Sunday, August 6 at 12:30 p.m. There is a 2 book limit from home. Books will be available for sale from the Museum Shop.

The Eric Carle Museum of Picture Book Art is open Tuesday through Friday 10:00 a.m. – 4:00 p.m., Saturdays from 10:00 a.m. – 5:00 p.m., and Sundays from 12:00 – 5:00 p.m. For more information about the Museum, please visit www.picturebookart.org or call 413.658.1100.

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