



Media Contact:

Nora Maroulis
Director of Development & Marketing
(413) 658-1111 / nora@picturebookart.org

FOR IMMEDIATE RELEASE

NATIONAL CHILDREN'S MEDIA COMPANY SUPPORTS LOCAL EVENT

Cable Channel NOGGIN provides lead corporate sponsorship of Carle Museum's June 17 Family Festival and Benefit Gala

Amherst, Mass. (June 12, 2006) – The Eric Carle Museum of Picture Book Art announced today that its 3rd Annual Family Festival and Benefit Gala, *Dutch Treats*, scheduled for this Saturday, June 17, has been underwritten in part by NOGGIN, the commercial-free, educational network for preschoolers within the Viacom family of media companies. Said Nora Maroulis, Director of Development & Marketing for the Museum, "We're thrilled with NOGGIN's additional support of the Museum—the company also took part in the Museum's December 2005 exhibition opening in New York City—as it raises the profile of the Museum as a national educational resource, and provides much-needed funds for operating."

"We are delighted to partner with the Eric Carle Museum in their mission to champion the importance of picture book art in children's literacy and learning," said Angela Leaney, Senior Vice President, Brand Communications at Noggin. "Noggin is committed to providing families with quality, commercial-free programming. The network's mission—to be like preschool on tv—is enhanced by the wonderful world of children's illustrated literature."

The Eric Carle Museum of Picture Book Art invites the public to join in the *Dutch Treats* celebration on Saturday, June 17, 2006, starting at 10:00 a.m. Highlights of the day include two musical performances by MILKSHAKE (11:00 a.m. and 3:00 p.m.), one rockin' show with Connecticut-based SteveSongs (1:30 p.m.), *Reading Alive!* with Enchanted Circle Theatre (12:00 noon), a Double-Dutch jump roping demonstration with Girls, Inc. (2:00 p.m.), as well as a host of Dutch-themed art- and merry-making in celebration of the Museum's exhibition, *Dutch Treats: Contemporary Illustration from the Netherlands*. All tickets are \$10 in advance/\$12 at the door. (Members \$5 in advance/\$6 at the door). For more information or to purchase tickets visit www.picturebookart.org or call 413.658.1100.

Grown-ups are invited to return Saturday evening for the Museum's popular Benefit Gala (8:30 p.m. – midnight), all proceeds of which support the Museum's many on- and off-site programs. Benefit guests will be treated to a posh evening of dancing and delicious Dutch Treats desserts, as well as the debut of The Windmill Fizz. Tickets: Sponsor \$50, Patron \$125, Benefactor \$250. For more information or tickets visit www.picturebookart.org or call 413.658.1104.

NOGGIN, the commercial-free, educational network for preschoolers owned by Nickelodeon, currently reaches 49 million households via cable, digital cable and satellite TV. NOGGIN, which airs from 6:00 a.m. to 6:00 p.m. (ET), is like preschool on tv, with educational programming both on-air and online at www.noggin.com. NOGGIN and all related titles, characters and logos are trademarks of Viacom International Inc.

Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, 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 provide an enriching, dynamic, and supportive context for the development of literacy and to foster in visitors of all ages and backgrounds the confidence to appreciate and enjoy art of every kind. For more information and directions, call 413-658-1100 or visit the Museum's website at www.picturebookart.org.

#