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**THE CARLE MUSEUM LAUNCHES NEW WEB SITE
www.picturebookart.org to have new look, new features
to reach broader audience**

Amherst, Mass. (December 13, 2006) - The Eric Carle Museum of Picture Book Art has launched a new Web site that features a bold new design, a greatly-expanded online Shop with over 1,000 items, and improved educational resources for teachers and parents. The Web site, www.picturebookart.org, is now in its first phase of a three phase program aimed at reaching out to new audiences and offering online visitors a more informative and dynamic web experience. The site provides general Museum information, including Directions and Admission prices, an Event Calendar, a schedule of Exhibitions, and information on the Museum's fundraising initiatives, including Membership.

The Museum determined as part of an extensive and ongoing strategic planning exercise, funded in part by a grant from the Institute for Museum and Library Services, that investing in the development of the Museum's Web presence would allow The Carle to transcend geographical boundaries and provide enhanced access to the Museum's unique resources. Second and third phases of the project include the addition of special password-protected pages for Members, and other key constituents, as well as greater interactivity for children and families.

ABOUT THE MUSEUM

Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, and his wife Barbara, 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.

The Museum—which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, a popular Café, and a Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Friday 10 a.m. to 4 p.m., Saturday 10 a.m. to 5 p.m., and Sunday 12 noon to 5 p.m. Admission is \$7 for adults, \$5 for children under 18, and \$20 for a family of four. For further information and directions, call 413-658-1100 or visit the Museum's website at www.picturebookart.org.

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