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FOR IMMEDIATE RELEASE

**THE CARLE PRESENTS: 80/40
AN ANNIVERSARY EXHIBITION**

Celebrating the Birthdays of Eric Carle and *The Very Hungry Caterpillar*
with Very Special Events

Amherst, Mass. (March 9, 2009) – In honor of Eric Carle’s 80th Birthday and the 40th Anniversary of *The Very Hungry Caterpillar*, the Museum has organized a special series of events beginning with the opening of a special exhibition, *80/40: Celebrating the Birthdays of Eric Carle and The Very Hungry Caterpillar*. “We are pulling out all the stops,” says Alexandra Kennedy, executive director. “We hope families everywhere will join us for the celebration of our founder, Eric Carle, and his very famous caterpillar, who has been eating his way into the hearts of millions of readers for 40 years.” The exhibition kicks off an anniversary year filled with special events and promotions. Offerings include admissions specials, membership promotions including free family passes, special gifts for new and referred members, and a visit from Eric Carle himself!

February 10 – August 30, 2009

80/40: Celebrating the Birthdays of Eric Carle and The Very Hungry Caterpillar chronicles Eric Carle’s life and career, including rarely seen original plans for *Willie the Worm*, the book idea which morphed into *The Very Hungry Caterpillar*.

February 10 – May 30, 2009

Batches of Butterflies. The Carle invites friends, families, and schools throughout the world to create their own celebratory butterflies to be displayed in the Museum. For dimensions and mailing information, go to www.carlemuseum.org/vhc40

March 1 – March 31, 2009

The Eric Carle Celebratory Auction will be launched on eBay March 1. This auction, the first of its kind, will include hard-to-find Eric Carle merchandise. To view the auction, visit: http://donations.ebay.com/charity/charity.jsp?NP_ID=29568.

March 20, 2009, 10:00 am – 8:00 pm

The Very Hungry Caterpillar Day! Receive one youth free with the purchase of each adult admission on this very special day.

March 20, 2009, 5:00 pm – 8:00 pm

Party at The Carle! Celebrate The Caterpillar’s 40th Anniversary by dancing in the Great Hall, creating your very own butterfly in the Art Studio, and searching the Museum for the caterpillar’s favorite foods. Enter to win a prize in our caterpillar raffle and meet *The Very Hungry Caterpillar* himself! Up to four children are admitted for free with the purchase of each adult ticket. Get your tickets early at the Museum's Admissions Desk or by calling (413) 658-1126.

April 26, 2009, 1:00 pm

Reflections on Carle and The Caterpillar. Eric Carle’s long-time editor Ann K. Beneduce and children’s book historian (and Museum trustee) Leonard Marcus will present a program about Eric Carle and *The Very Hungry Caterpillar*. Free with Museum admission.

(Continued)

June 13, 2009, 10:00 am – 5:00 pm

Birthday Bash and Book Festival with Western Massachusetts Illustrator's Guild in honor of Eric Carle's 80th Birthday and the 25th Anniversary of WMIG. This fun-filled day will include a special art show, sale and auction with many local artists. Enjoy special storytimes, book signings, face painting, card-making for Eric Carle, and free birthday cake!

May 1 – August 31, 2009

Help Decorate the Cake! Eric Carle will turn 80 on June 25. The Carle invites friends from around the world to send in birthday greetings for display. Check our website for details.

June 17 – July 22, 2009

Celebrate Collage! Make your own tissue paper creation in the Art Studio. Educators—be sure to sign up for the *Eric Carle Tissue Paper Workshop* (4 PDPs) July 11 from 9:00 am to 1:00 pm.

August 23, 2009

Meet Eric Carle! Say happy birthday in person! (Details about the time and activities will be posted on our website as they become available.)

For more information please visit www.carlemuseum.org/vhc40. For additional information about Eric Carle, visit [www.carlemuseum.org/Resources/About Eric](http://www.carlemuseum.org/Resources/About_Eric)

ABOUT THE MUSEUM

Together with his wife Barbara, Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, founded The Eric Carle Museum of Picture Book Art as 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. 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 Café, and a Museum Shop—is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Friday 10 am to 4 pm, Saturday 10 am to 5 pm, and Sunday 12 noon to 5 pm. 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.carlemuseum.org.

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For additional press information and/or images,
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