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***Stepping Stones Museum for Children
Receives \$38,500 Marketing Grant
from Connecticut Commission on Culture & Tourism***

Norwalk, CT, July 28, 2008 – Stepping Stones has received a matching marketing grant of \$38,500 from the Connecticut Commission on Culture & Tourism for billboard and newspaper advertising. Through a competitive process, the Marketing Co-Operative Grant Program awarded the funds in support of the museum's statewide marketing and awareness initiatives.

This grant signifies that Stepping Stones provides a high level of quality in its programming and community service. As a multi-dimensional educational resource, the museum seeks to create an environment that inspires lifelong learning and supports parents, caregivers and educators as facilitators of children's explorations. Through this campaign, Stepping Stones will broaden awareness of the museum's enriching educational offerings for children and families throughout the state.

"I congratulate Stepping Stones on winning this competitive grant," said State Senator Bob Duff. "Both public and private dollars will be working together to bring more visitors to one of our finest attractions in the state. That's exactly how we envisioned this program when the funds were appropriated."

Billboards have appeared on I-95 in New Haven, I-84 in Hartford and I-95 in New Rochelle. Newspaper ads have appeared in the Connecticut Post, Hartford Courant, New Haven Register, New London Day and the Waterbury Republican.

Stepping Stones Museum for Children is an award-winning children's museum committed to broadening and enriching the lives of children. Museum exhibits, educational programs and special events complement efforts in schools, childcare centers and homes. With four main galleries, a toddlers-only gallery and more than 100 hands-on activities, Stepping Stones offers children ten and under plenty to explore and discover. Stepping Stones Museum for Children is a non-profit organization. To learn more, visit steppingstonesmuseum.org.

The Connecticut Commission on Culture & Tourism brings together tourism, film, history and the arts. Its mission is to preserve and promote Connecticut's cultural and tourism assets in order to enhance the quality of life and economic vitality of the state. The cultural and tourism industry accounts for over \$14 billion in economic activity and 170,000 jobs annually.

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