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MEDIA ADVISORY

National Children's Museum Celebrates Elmo's 3rd Birthday on Saturday, Aug. 3

What: Elmo, one of *Sesame Street's* most beloved Muppets, turns 3 at the National Children's Museum (NCM) on Saturday, Aug. 3! In addition to an all-day birthday party for Elmo, the Museum will pay tribute to the number 3 with programs and hands-on activities.

Special birthday activities include:

- Storytime and a "Happy Birthday" sing-a-long with Elmo (10:30 a.m.).
- Birthday cake, while supplies last (noon).
- "The Adventure to the Imagi Nation" by magician and storyteller David London (1 p.m. and 2:30 p.m.).
- Parades, dance parties and raffles throughout the day.
- Making Elmo-themed shrinky dinks—an experiment with plastic that changes size when exposed to different temperatures.
- Creating Elmo birthday cards (for ages 3 and under).
- Other crafts and programming for children of all ages.

The National Children's Museum and Sesame Workshop, the nonprofit organization behind *Sesame Street*, have established a partnership that makes NCM the only museum home for *Sesame Street* within the National Capital area. As part of the partnership, *Sesame Street* and its characters extend the Workshop's educational mission with a significant presence in the museum.

When: Saturday, Aug. 3, 2013
10 a.m.–4 p.m.

Where: National Children's Museum
151 St. George Blvd.
National Harbor, Md. 20745

Visitors are encouraged to park in the St. George Garage, which is located one block from the museum. Media parking is available.

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About National Children's Museum

The National Children's Museum (NCM) is a world-class cultural and educational center (www.ncm.museum) that inspires children to care about and improve the world. NCM opened in Dec. 2012 at National Harbor in Prince George's County, Md. After operating as a "museum without walls" for several years, the Museum is now Greater Washington's premier family attraction and the only national museum dedicated especially to children and their families and caregivers. NCM was designated by Congress in 2003 and was founded in 1974 as the Capital Children's Museum.