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## FOR IMMEDIATE RELEASE

# President of Mexico visits Louisiana Children's Museum to Mark the Opening of New Travelling Exhibit, "Mexico: Festival of Toys"

## *Historical exhibit highlights unique aspects of Mexican culture as it demonstrates the universality of play*

*New Orleans, LA, April 21, 2008* – Felipe Calderón, President of Mexico, made an historic visit to the Louisiana Children's Museum today to celebrate the opening of its newest exhibit "Mexico: Festival of Toys." Joined by Lt. Governor Mitch Landrieu, executives from Pan American Life Insurance, Gulf Coast Bank and Trust, and Gruma Corporation, as well as representatives from the Louisiana Children's Museum and the Papalote Children's Museum in Mexico City, Mr. Calderón cut the ribbon at the grand opening ceremony.

### *The Universal Language of Toys*

"We are especially thrilled to have this signature exhibit officially opened by President Calderón, says Julia Bland. Throughout the world, children's museums offer environments of play and learning for children and families. It is especially meaningful that the Mexico City Children's Museum, Papalote Museo del Niño, has partnered with us in sharing this exhibit. Many families in the greater New Orleans area are of Latino descent and the fabulous collections showcased in this exhibit highlight the universal language of toys," continues Bland.

The exhibit includes over 600 objects, representing Mexican playthings from the 1920s through today. Creativity, wit and color abound in the artisan creations, made from everyday materials in the Mexican tradition. The exhibit expresses a social commitment to that tradition that is passed from generation to generation.

In addition to exploring the colorful world of Mexican rituals and festivals expressed through the toys, the exhibit celebrates the common language of all children – *the language of play*. And for Louisiana children in particular, celebrating life and regional culture through festivals is yet another thread connecting children to each other, crossing the boundaries of geography and language.

### *First International Exhibit at LCM*

## **Mexico: Festival of Toys**

### **Grand Opening Fiesta**

**Thursday, May 8**

**4:00 PM – 7:00 PM**

Enjoy Mexican food, a Latino Quartet, dance performers including Javier Juarez and a preview of the Museum's Mexican-toy-inspired



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The bilingual exhibit is the first international exhibit hosted by the Louisiana Children's Museum. It opens to the public tomorrow with limited hours from 1:00 p.m. to closing. After the public fiesta on May 8, from 4:00 p.m. to 7:00 p.m., the exhibit will be open during regular Museum hours through September 2008.

The travelling exhibit was developed by the Papalote Children's Museum in Mexico City. Its first showing was in Washington D.C. at the Art Museum of the Americas after which it travelled to New Orleans. This appearance represents the inaugural opening at a children's museum and is made possible by Gulf Coast Bank and Trust, Pan American Life Insurance and Go Scout Auto.

The Louisiana Children's Museum is located at 420 Julia Street in the Warehouse/Museum District between Magazine and Tchoupitoulas Streets. Hours are 9:30 a.m. to 4:30 p.m. Tuesday through Saturday; Noon to 4:30 p.m. on Sundays. Expanded summer hours begin June 2<sup>nd</sup>. Visit [www.lcm.org](http://www.lcm.org) to learn more about the Louisiana Children's Museum or call 504-523-1357.

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