



News

A museum for growing children
The Children's Metamorphosis
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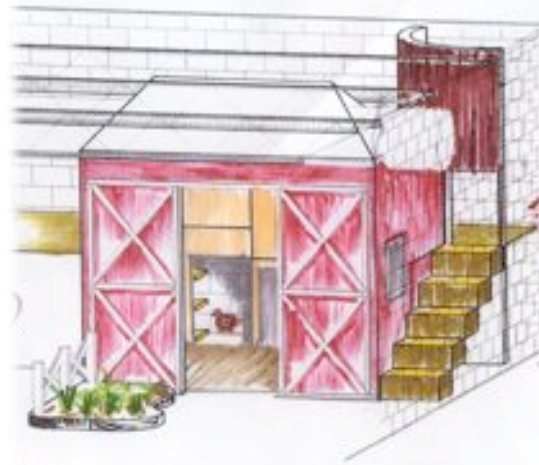
Met Children's Museum to Open New Stonyfield Farm Exhibit on Earth Day

*New Sustainable Farming Exhibit to Provide Earth-Friendly Education
in a Kid-Friendly Environment*

April 8, 2008, Derry NH — Thanks to sponsor Stonyfield Farm and other partners, the Met Children's Museum will open its first new exhibit in two years during Earth Week later this month.

Organic yogurt producer Stonyfield Farm in Londonderry stepped up as a major Met sponsor during last August's Save the Met campaign, and remains the museum's biggest sponsor. After several months of work by Stonyfield designers and by architects from Met business member and partner Lavallee/Brensinger Architects in Manchester, construction of the new Sustainable Farming Exhibit is now underway.

Consistent with the Met's "learn by playing" philosophy, the new exhibit will feature a variety of interactive displays and activities set in a farm environment. Highlights include a dairy barn and silo structure, raised vegetable bed, rolling farm fields mural, and other fun and educational features. (See illustrations on the Met's website.) Materials for the exhibit were donated by Met partner Benson's Lumber & Hardware in Derry.



Artist's sketch of the new Sustainable Farming Exhibit. See additional views and download files at www.childrensmet.org.

The new exhibit will open with a ribbon-cutting ceremony on Earth Day, Tuesday April 22, at 11:30 AM. The public is welcome to attend (admission is free until 1:00 pm).

"Just as the Met is all about helping children learn while having fun, we at Stonyfield are all about doing business in a way that helps the planet," said Maureen Wolpert, brand director at Stonyfield Farm. "We're pleased and excited to combine the two in this great new Sustainable Farming Exhibit at the Met."

Continuing the sustainable farming theme, Earth Week's Pre-School Workshop, Toddler Time, and other regular Met programs will focus on organic farming and renewable resource activities.

Special Earth Week Gift Bags will also be available to program participants, and to members and paying families coming to see the new exhibit on Earth Day and the following Saturday and Sunday, April 26–27 (while supplies last). Packaged in a stylish, ultra-compact ChicoBag reusable shopping bag provided by Stonyfield, these will include donations by various Earth-minded firms, including organic snacks from Annie's Homegrown; Recycline Preserve Jr® toothbrushes made from recycled Stonyfield yogurt cups; Earth-friendly cleaners from Seventh Generation; discount coupons, seeds, and activity kits from Stonyfield Farm; and a variety of fun stickers, magnets, and other organic farming themed material. Special premiums will also be available for families purchasing a new or renewed Membership during Earth Week.



Top-down sketch of the new Sustainable Farming Exhibit. See additional views and download files at www.childrensmet.org.

For more information on the exhibit and Earth Week activities, call the Met or visit www.childrensmet.org. For information on Met supporters, visit their websites:

- Stonyfield Farm — www.stonyfield.com
- Lavallee/Brensinger Architects — www.lbpa.com
- Benson's Lumber & Hardware — www.bensonslumber.com
- Annie's Homegrown — www.annies.com
- Preserve by Recycline — www.recycline.com
- Seventh Generation — www.seventhgeneration.com

About Stonyfield Farm

Stonyfield Farm, celebrating its 25th year, is the world's leading organic yogurt company. Its all natural and certified organic yogurt, smoothies, milk, cultured soy, frozen yogurt and ice cream are distributed nationally. The company advocates that healthy food can only come from a healthy planet, and its organic ingredient purchases keep over 60,000 farm acres free of toxic, persistent pesticides and chemical fertilizers that can contaminate soil, rivers and drinking water. To help reduce global warming, Stonyfield offsets all of the CO₂ emissions generated from its facility energy use. The company also started a nonprofit called Climate Counts (climatecounts.org) which shows people how they can help fight climate change by the way they shop and invest. Stonyfield also donates 10% of its profits to efforts that help protect and restore the Earth. For more information about Stonyfield Farm, its products and initiatives, visit www.stonyfield.com or call 1-800-PRO-COWS.

About the Met

Established in 1991, the non-profit, 501(c)(3), Children's Metamorphosis museum brings 30,000 visitors to downtown Derry from towns throughout southern New Hampshire and northern Massachusetts. Focused on imaginative role play and stimulating education for children ages two through eight, the Met features a variety of themed interactive exhibits, several small animals, a rentable Birthday Party Room, an outdoor garden area, and an active program of daytime and evening workshops and events.

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