



CONTACT:
Kate Wells, 602.253.0501 (office)
kate@childmusephx.org

Marion Wiener, 602.253.0501 (office)
marion@childmusephx.org

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CHILDREN'S MUSEUM GOES "GREEN"

PHOENIX, AZ (April 23, 2007) -- One day after annual Earth Day celebrations, the Children's Museum of Phoenix is pleased to announce "**Common Sense Green**" – an **environmental initiative that will provide an over-arching roadmap for creating a museum that lives and breathes healthful choices.**



While many definitions of "green" or "sustainable design" are used, the most common looks at **meeting the needs of the present without compromising the ability of future generations to meet their needs.** Basically, being 'green' means being innovative and thinking ecologically, keeping in mind that everything done is part of the ecosystem.

The Children's Museum will support the healthy minds, muscles, and imaginations of visitors by taking many actions that foster environmental stewardship. Some examples:

- Using non-toxic materials throughout the building and exhibits, including office supplies, printing materials, and janitorial supplies, creating a **healthy and safe** environment in the museum
- Using materials that are **earth-friendly and sustainable** throughout their life cycle as in renewable, sustainable, and recycled building materials like wheatboard, and recycled cardboard.
- Choosing materials and practices that are **socially responsible.** The Museum will choose, whenever possible, local vendors to cut down on transportation, get to know green industries in the community, and make sure that the materials and services being used are made fair and equitable.

- Offering incentives that **support earth-friendly behavior**, like carpool and public transportation benefits, bike racks, and easy recycling throughout the museum.
- **Spark ideas**, innovation, collaboration, and conversation about sustainability and environmental stewardship. The Museum will provide interactive projects that spark hands-on participation with recycled materials, educational programs that promote environmental stewardship at home, and information on-site and online about making green choices.

“Why we are making this effort at this time is an easy question to answer,” stated **Deborah Gilpin, CEO & President** of the Museum. “It is because as a children’s museum we have a tremendous opportunity and an incredible obligation to positively inform and shape the future of our community.”

Scottsdale-based company, **a.k.a. Green** has been helping the Children’s Museum make green choices in the materials and finishes to be used in the Museum -- from particle-board made of sunflower seed hulls to countertops made from recycled paper. The “eco-friendly building center” has also asked some of their wholesalers to consider donating their products and services to the Museum. A few donations from a.k.a. Green’s suppliers are already in the works and will save the Children’s Museum thousands of dollars. One of those donations is from **Sunstate Sales**, who is donating \$25,000 worth of **Caroma** and **ZURN** Green Sensor Faucet lavatory combinations and ZURN Green one pint Urinals. Other donations may include low VOC paint and recycled tile.

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The Children’s Museum of Phoenix is a 501(c)(3) non-profit dedicated to opening a children’s museum that will engage the minds, muscles and imaginations of children and the adults who care about them. The museum will focus on learning through play, with emphasis on early childhood education and school-readiness.

CMoP will be housed in what is now the historic Monroe School at 7th Street and Van Buren in downtown Phoenix. Groundbreaking on the site was held in April, 2006 marking the beginning of the building’s restoration and renovation. For more information about the Children’s Museum visit www.childrensmuseumofphoenix.org.