



McCORD MUSEUM

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Much More Munsch Child's Play !

Montreal, November 13 2008 - On November 14, 2008, the McCord Museum will launch its very first children's exhibition. Much More Munsch was designed for a young audience aged 6 to 12 and aims to ignite imagination, cultivate creativity, and develop a desire for reading.

Based on the enormously popular children's books by Robert Munsch, celebrated author of *Princess in a Paper Bag*, the exhibition features Munsch's house, where children are invited to pay a most particular visit. In each room of the house as well as in the garden and even Munsch's car, children take part in a variety of creative activities. The décor is peculiar and more than a little zany and has been specially designed for the exhibition's young visitors.

The McCord-Munsch duo is a natural meeting of the minds, explains Geneviève Lafrance, Head, Exhibitions, at the McCord. "When I first saw this exhibition, I fell in love with it. I thought of my son, who loves the stories of Munsch. The idea was a natural next step, because the exhibition is completely in keeping with both the McCord's educational vocation and its vision as a thought-provoking museum. The Munsch exhibition promotes curiosity and a love of reading, which are the very basis of learning. We quickly concluded that Munsch and the McCord would be a perfect fit!"

Born in Pennsylvania, Robert Munsch immigrated to Canada in the mid-1970s, and it was here that he first enjoyed literary success. Munsch is the top selling children's author in the country and is recognized around the world. His best-known books include *Makeup Mess*, *Princess in a Paper Bag*, *Mortimer* and *Mud Puddle*.

November 14, 2008, to April 26, 2009

Much More Munsch at the McCord Museum

Word puzzles, building blocks, and even a poetry garden: celebrated author of *Princess in a Paper Bag*, Robert Munsch invites kids 12 and under on a whimsical tour of his imaginary house, where creativity and fun abound!

Produced by the Manitoba Children's Museum and the London Regional Children's Museum, this project has been made possible through a contribution from the Museum Assistance Program, Department of Canadian Heritage. The McCord Museum would like to thank Scholastic for its collaboration.



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