



KNOCK KNOCK

children's museum

COME ON IN!



KNOCK KNOCK. who's there? **YA,** Ya who?

YAH WHO! WE'RE EXCITED ABOUT THE MUSEUM
TOO!

PING! Whoosh! PLUNK! Ring!
WHIRR!
Bang!
ZAP!
Boink!
SPLASH!

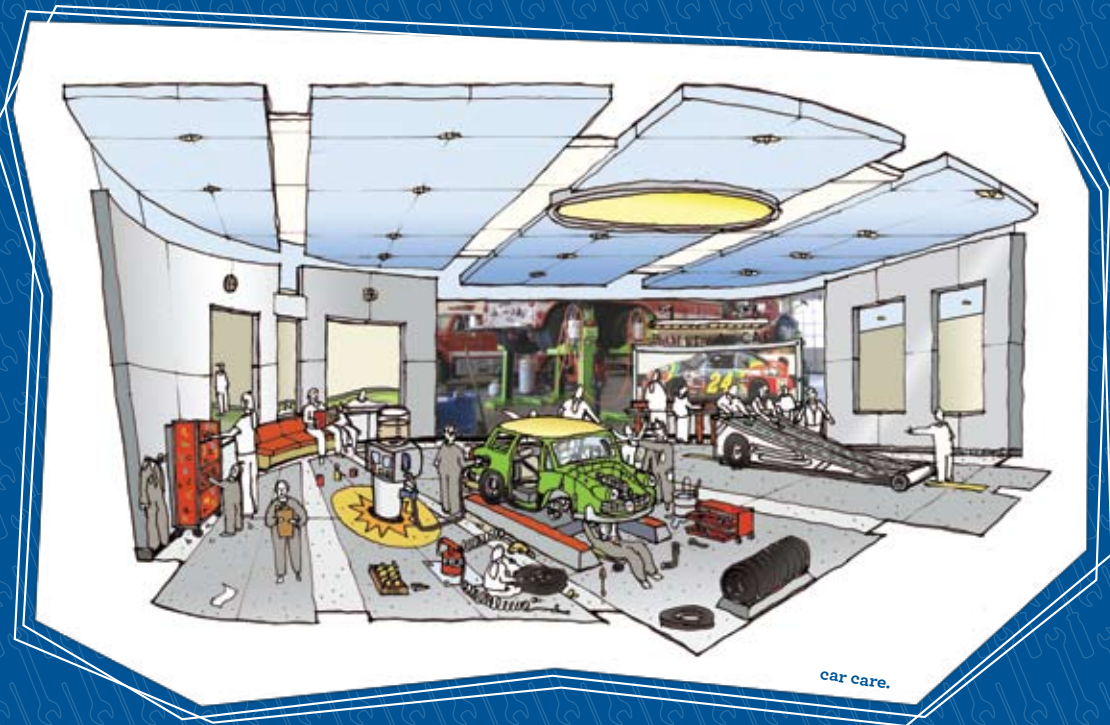
These are the sounds of kids learning.

Unlike adult museums where art is pondered, children's museums are indoor playgrounds that double as educational centers fostering children's cognitive, emotional and social skills.

When it opens in Baton Rouge, Knock Knock Children's Museum will be the Louisiana Capitol Region's leading cultural resource for young children and their families. Our mission? To create a best-in-class museum, delivering extraordinary play experiences and programs to inspire and promote intellectual curiosity, self-expression and early literacy development among kids from birth to 8 years of age.

Knock Knock Children's Museum will connect play and education in an inviting, fun and dynamic environment that spurs one-of-a-kind learning experiences. Exhibits such as ABC Building Company, Mississippi Tug, Story Tree, Pet Vet and Crawbaby will stimulate young children to discover the world around them as they successfully interact with others.





KNOCK KNOCK. Who's there? **DISGUISE.** Disguise who?
DISGUISE THE LIMIT!

It's About **CHILDREN**

If you give your son or daughter only one gift, let it be enthusiasm.

Bruce Barton, author



All of us—parents, teachers, employers and residents—are stakeholders when it comes to the early development of our community's children. Yet many families lack confidence in their abilities to best support the healthy intellectual, emotional and social development of their young children. Knock Knock Children's Museum will bridge the learning gap for all our children, helping to even the academic playing field.

Children's museums offer environments for families to connect and enjoy each other in meaningful ways without work or household distractions. And, unlike movies and sports activities, children's museums encourage the active participation and engagement of the whole family.

Exhibits at the Knock Knock Children's Museum will reflect the most current knowledge and best practices related to children's physical, cognitive, social and emotional developmental needs. A master plan of play-based learning exhibits, which are heavily integrated with literacy learning activities, has been developed by a nationally recognized leader in children's museum exhibit design. This plan represents the evolution of ideas generated by local focus groups comprised of more than 100 community members.

Knock Knock will be a place where families, teachers and caretakers will simultaneously gather to play and learn together. It will provide a rich and imagination-powered addition to public, private and home-school environments.

HOW'D YOU GET THE NAME?

Remember how much you loved knock knock jokes as a kid? So do we.

Knock Knock Children's Museum will incorporate clever, kid-pleasing knock knock jokes throughout its exhibits to encourage children to play with words—and tickle their funny bones at the same time.

It's About **EDUCATION**

Play gives children a chance to practice what they are learning.

Fred Rogers, TV personality

There are more than 341 children's museums in 23 countries expanding the horizons of youth and the definition of education. The best children's museums are those that can translate early education research into playful, hands-on learning experiences for children. Grounded in an understanding of active learning, they are places where kids are encouraged to think for themselves and express their problem-solving abilities through creative exploration.

The American Academy of Pediatrics concluded that children spend far too much time in front of TV and computer screens and not enough time "exploring, learning and spending time interacting and playing with parents and others, which helps young children develop the skills they need to grow cognitively, physically, socially and emotionally." Knock Knock Children's Museum will provide an environment that will help children develop these valuable skills.

Working with the local early childhood education community and a national children's museum consultant, Knock Knock Children's Museum has developed a learning framework. The framework ensures children from birth to age eight years will be engaged in discovering their world by exploring their relationships with other people and places; by expanding language and literacy skills; and by inspiring their creativity through both problem-solving and art.

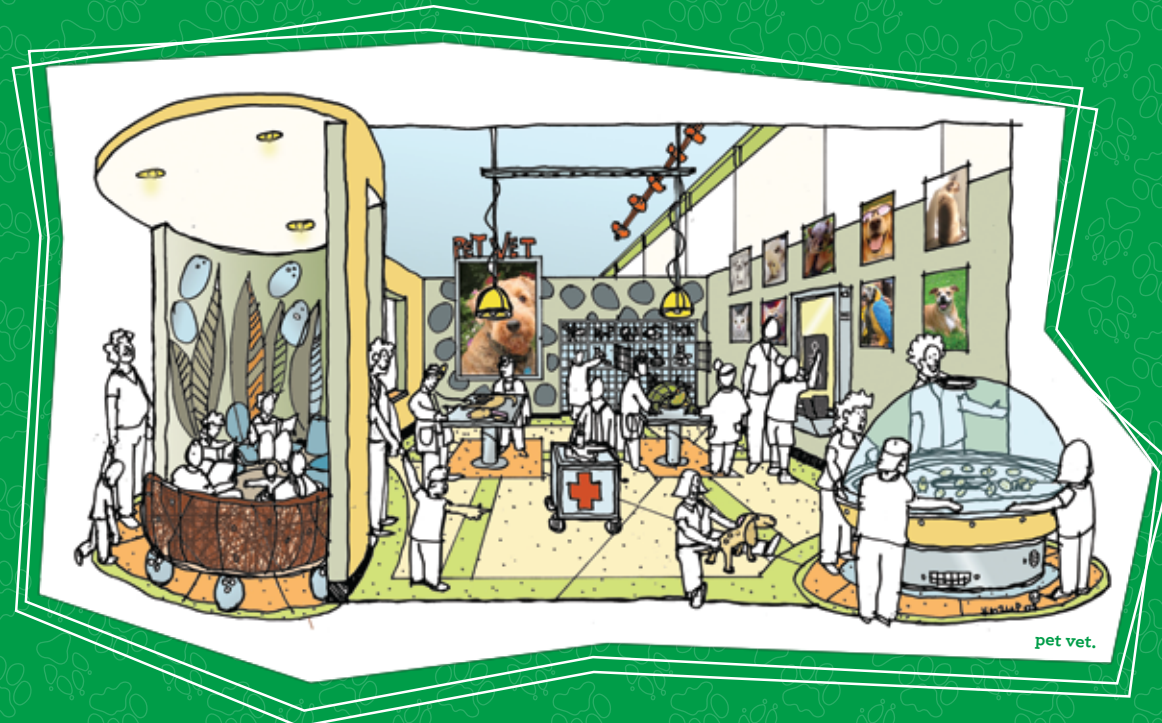


CHAMPIONING LITERACY

The 2003 National Assessment of Education Progress found that of 53 participating states and jurisdictions, 45 reported reading skills higher than those of Louisiana's fourth graders. Knock Knock Children's Museum is committed to focusing on the early literacy skills that local educators believe children are lacking when they reach school age. Literacy-learning experiences have been effectively integrated into every exhibit and program at the museum to boost children's skills.

RAISING A READER

Our first outreach project, Raising A Reader, was launched during the 2007-2008 school year in several childcare and preschool classrooms. Research has shown Raising a Reader assists families in establishing a family reading routine, helps families bond and supports a child's brain development and school readiness skills.



KNOCK KNOCK. Who's there? **CANOE** Canoe who?

CANOE HELP ME WITH MY HOMEWORK?!



KNOCK KNOCK. Who's there? **IDA.** Ida who?
IDA RATHER BE PLAYING!

It's About **PLAY**

Play is our brain's favorite way of learning.

Diane Ackerman, author

Have you ever observed the concentration of children at play?

An impressive body of research has proven the connection between the optimal development of literacy, mathematical reasoning, creativity and social competence that take place during high-quality play experiences—the exact kinds of activities that take place at children's museums.

According to the experts at Playing for Keeps, a national not-for-profit organization, creative, non-violent and imaginative “constructive play” is an essential

building block that helps children grow into healthy, happy and productive adults. Constructive play encourages kids to fully realize their potential—in school and beyond—and serves as a catalyst for developing social skills to maintain positive relationships with others.

Knock Knock Children's Museum will promote constructive play through discovery. The museum's trained play facilitators will build on children's existing skills and prompt creative problem-solving. Parents will also be engaged and provided with information about childhood development stages so they can better support their child's learning through play.

At Knock Knock, kids will be surprised. They will be challenged. There will be the happy hum of learning within our walls.



WHY DO CHILDREN'S MUSEUMS MATTER?

Although we grown-ups enjoy children's museums as much the kids do, these singular institutions are committed to stimulating curiosity and motivating learning among little ones.

According to the Association of Children's Museums, these are a few of the unique benefits children's museums offer:

- Respecting childhood
- Developing essential skills
- Igniting lifelong learning
- Connecting families
- Strengthening child-focused community resources
- Serving as town squares
- Contributing to local economies
- Reducing economic barriers
- Reversing stigma and discrimination





KNOCK KNOCK. Who's there? **NORMAN.** Norman who?

NORMAN IS AN ISLAND!

It's About **COMMUNITY**

If you are planning for a year, sow rice; if you are planning for a decade, plant trees; if you are planning for a lifetime, educate people.

Chinese Proverb

More and more community and policy leaders are recognizing that children's museums can advance quality of life for families and build community cohesion.

Over the past five years, Knock Knock Children's Museum has been conducting research to determine what local residents want in a children's museum, as well as investigating what is available in leading children's museums across the nation. We discovered many local families perceive the Capitol Region as having limited access to educational and family entertainment opportunities that are specific to the needs of young children. Many respondents who have lived and traveled elsewhere indicated that a children's museum is a much-needed addition to our community's cultural landscape.

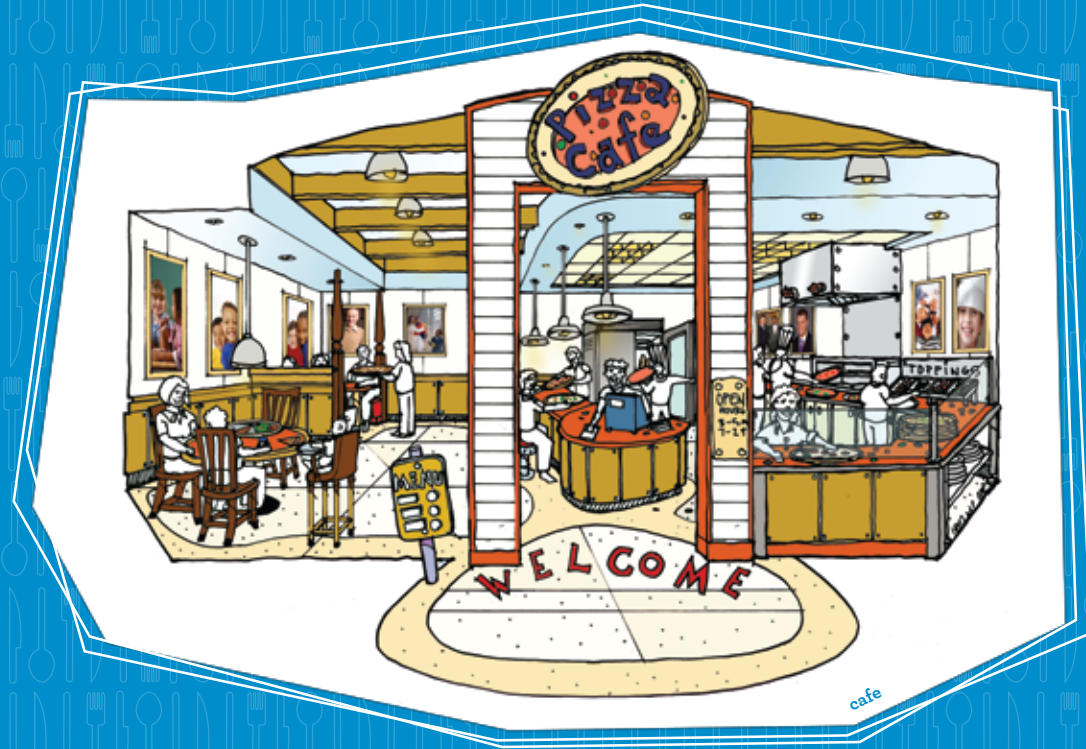
Knock Knock will be an exceptional children's museum uniquely positioned to help strengthen our community, engaging families from diverse racial, cultural and economic backgrounds, including at-risk families with young children. Knock Knock Children's Museum will serve the

needs of all children, parents, teachers and caregivers throughout the Louisiana Capitol Region. Best of all, Knock Knock will provide common channels of learning that transcend income, ethnicity and educational experience, and further tolerance, acceptance and understanding.

Good play experiences are not only an essential part of childhood, but also a key public responsibility and an expression of our shared social obligations for all children in our community. At Knock Knock Children's Museum, both children and adults will become more accepting and respectful of difference, while also recognizing the universality of play.

Moving forward, Knock Knock will continue to partner with public schools, business and civic organizations, child care programs and other child-focused entities to ensure we meet—and exceed—the expectations of our community.





KNOCK KNOCK. Who's there? **ADAM.** Adam who?
ADAM UP AND SEND ME THE BILL!

It's About **ECONOMIC IMPACT**

*Successful economics of the 21st century will be driven by innovations.
Innovation stems from creativity. Creativity begins in childhood play.*

Dr. Alvin Rosenfeld, psychiatrist

Louisiana's Capitol Region is experiencing unprecedented growth and aggressively positioning itself for future economic development.

The formula for continued economic growth is simple: demonstrate progressive leadership and improve education to attract new businesses and young professional families. Companies deciding where to locate consider the cultural landscape of a region to ensure they will be able to retain employees. Both companies and families are more likely to be attracted to the Capital Region with a world-class children's museum.

At Knock Knock Children's Museum, more young children will develop the language and cognitive skills needed to support later school success and employability. Additionally, child development experts view children's museums and their outreach projects as vehicles for providing more equity in early learning opportunities for children of at-risk families.

A national survey by the Association of Children's Museums found that more than 30 million children and families visit children's museums annually. Such an attraction will be an important community asset for drawing young professional families and enticing visitors seeking quality family entertainment options in their travel destinations.





KNOCK KNOCK. Who's there? **FANNY** Fanny who?
FANNYBODY CAN HELP!

It's About **YOUR SUPPORT**

You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality.

Walt Disney

Philanthropists. Parents. Civic supporters. Educators. Community leaders. Grandparents. Artists. Children. All are coming together to help us open Knock Knock Children's Museum and realize our vision of a best-in-class children's museum.

Knock Knock will be a partner in the learning continuum, a regional resource for parents, teachers and caregivers. With the input of individuals from around the Capital Region, the guidance of a team of national children's museum design consultants and an inspiring location, Knock Knock Children's Museum will be a place like no other.

Knock Knock will be located on an exceptional hilltop site in Baton Rouge's historic City Park. We plan to construct a 30,000-square-foot building, featuring 18,000 square feet for exhibits with the balance for public space, workshops and offices. This size will allow for seven to nine outstanding permanent exhibits and one traveling exhibit at any given time. Once opened, the museum projects average annual attendance of more than 100,000, with 11% attending through free or sponsored admission.

During our Capital Campaign, we plan to raise \$15 million to design, build, furnish and operate this extraordinary facility. Your financial support will be critical to our success. All gifts are tax deductible and may be pledged over five years.



HOW THE MONEY WILL BE USED

\$7 million	Building, approximately 30,000 square feet
\$5 million	Exhibit, design and construction
\$3 million	Support, for the first 2-3 years of operations
\$15 million	Total

Simply put, a children's museum is about the future.

Our children are inheriting an increasingly complex world. With your foresight, Knock Knock Children's Museum will serve generations of young children and families in the Capitol Region for decades to come. With your generous support, we can power our children's imagination at an early age and inspire lifelong learning among them, ensuring a better future for all of us.

Contact Info:

Kelli Stevens, Board Chair
 225.368.6282



www.knockknockmuseum.org