



PRESS RELEASE

Heard Museum Launches New Family-Friendly Initiative, *Heardlings* at the Heard Museum

Images available at: <https://heard.org/press/>

PHOENIX – Calling all Arizona families! [The Heard Museum](https://heard.org/) is excited to announce it just launched *Heardlings*, a super fun way for kids and grown-ups to explore art together. Meet Archie the Jackrabbit, named after the museum's iconic arches, your guide to exciting adventures!

Heardlings get their own special room for activities, an Art Cart full of creative surprises, and a cool map to find their favorite museum treasures. Plus, there are awesome family events like the *Heardlings* Celebration on June 8th, a child-friendly menu at the Courtyard Café, and *Heardlings* t-shirts and toys at Books & More.

Upon entering the Heard Museum campus, families will be welcomed by Archie and the mobile *Heardlings* Art Cart. Here, children and their parents can get oriented for their museum visit, pick up materials designed just for them, and participate in a hands-on activity.

Inside the museum, families are encouraged to spend time in the *Heardlings* Family Activity Room. Created in collaboration with several contemporary Native American artists, this innovative experiential family space features:

- *Artist Spot-Lite*, a wall-sized Lite-Brite-like display, where children and their adult companions can use colored pegs to create a glowing artwork or use a template to recreate works by four artists featured in the exhibition, *Substance of Stars*: Thomas "Breeze" Marcus (Tohono O'odham), Chuna McIntyre (Central Yup'ik), Ken Williams Jr. (Arapaho/Seneca) and Steven J. Yazzie (Diné/Laguna Pueblo/European)
- *Illustration Station*, a giant O'odham olla or basket, designed by Missy Mahan (Tohono O'odham) and Ryan Murray, upon which visitors can draw their own illustrations and designs
- *Story Circle*, a cozy seating area presenting iPads loaded with a growing library of storytelling videos and activities, including *Sky Woman* told by Ansley Jemison (Seneca), and a story by Kyle Mitchell (Diné) and filmed by Danny Upshaw (Diné)
- *Word Play*, a writing station where parents and their children can fill in the blanks to complete a customized own story about an afternoon adventure in the local environment.

A spray paint Mural by Zachary Justin (Akimel O'odham Komadk/KomatkeGila River Indian Community), on which kids can find the sunset, plants, and animals in the Sonoran Desert.

The Heard Museum is all about deepening its commitment to promoting discovery, appreciation, learning, creativity, empathy, and community building, as inspired by Native American art and artists. Become part of the "fluffle" (that's a group of baby rabbits!) with a family membership and get a special e-newsletter full of educational and fun stuff.

It's a great time to be a kid at the Heard Museum! For more information about HeardlingsFamily Programs, check out [heard.org/events](https://www.heard.org/events) or email education@heard.org. #heardlings

Photo courtesy of The Heard Museum

Notes to Editors:

The Heardlings Celebration is scheduled for June 8 at The Heard Museum in Phoenix, Arizona.

The museum is open Monday to Sunday, from 10 a.m. to 4 p.m.

Ticket prices for the museum are as follows: adults are \$25 at the door, \$22.50 online; seniors (65+) are \$20 at the door, \$18 online; students with a valid ID are \$10 at the door, \$9 online; children (6-17) are \$10 at the door, \$9 online; all children five and under, American Indians (with Tribal ID or CIB) and Heard Museum Members are free.

Photography of any kind may not be used for publication without written permission from the museum and/or artists.

Credentialed members of the media may contact a member of the marketing staff for more information concerning photography of public events or museum galleries.

About The Heard Museum:

Since its founding in 1929, the Heard Museum, a private nonprofit organization, has grown in size and stature to become recognized internationally for the quality of its collections, world-class exhibitions, educational programming and unmatched festivals. Dedicated to the advancement of American Indian art, the Heard successfully presents the stories of American Indian people from a first-person perspective as well as exhibitions that showcase the beauty and vitality of traditional and contemporary art. The Heard Museum is supported, in part, by the generosity of Heard Museum members and donors, the Arizona Commission on the Arts, and the City of Phoenix Office of Arts and Culture. For more information, please visit heard.org.



Follow updates on the exhibition via Facebook, Instagram and Twitter
Use @heardmuseum and #heardlings.

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Full media kit with logos, high-resolution images, past announcements and more can be found here:

<https://bit.ly/3yVh8ho>