

# MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE (Updated September 13, 2012)

## THE MAMAS NETWORK AND MUSEUM OF THE MOVING IMAGE PRESENT THE FALL MAMAS EXPO, FEATURING PARENTING RESOURCES AND FAMILY FUN

Museum to present family-friendly screenings of Charles Chaplin's *The Kid* and *The Muppet Show*, drop-in mediamaking studios, the core exhibition *Behind the Screen*, and preview screening of *Hotel Transylvania*

**Saturday and Sunday, September 22 and 23, 2012, 10:00 a.m. to 4:00 p.m.**  
**(Museum is open until 7:00 p.m. each day)**

As Queens becomes one of the fastest-growing hotspots for New York City families, The Mamas Network (<http://themamasnetwork.com/>) and Museum of the Moving Image (<http://movingimage.us/>) proudly present the 2012 Fall Mamas Expo, a premier event for parents and their children, ages four and up, at the Museum on September 22 and 23, 2012, from 10:00 a.m. to 4:00 p.m. each day. The Museum is located at 36-01 35 Avenue in Astoria, Queens.

From finding new local classes and schools to learning about the best innovative products and retail stores, parents will receive an exclusive look at the newest resources available to them. Focused on the elementary set and above, the Expo features more than 40 vendors in the Museum's Education Center, lectures from parenting experts, and a puppet show presented by the Queens Zoo. Families are welcome (best for ages four and above) to attend screenings of Charles Chaplin's *The Kid* in the Museum's stunning theater and showings of *The Muppet Show* in the Fox Amphitheater, and to explore the core exhibition *Behind the Screen*. The amazing alien masks and futuristic props from the movie *Men in Black 3* will be in their last two days on view. See below for program details.

**New:** The Museum is pleased to announce the addition of a preview screening of Sony Pictures Animation's new animated family comedy *Hotel Transylvania*, presented in Dolby Digital 3-D, on Saturday, September 22, at 11:30 a.m. Tickets for the screening are free with Museum admission and available first-come, first-served on the day of event. Only Museum members may reserve tickets in advance. To join today during the Museum's special Family Membership promotion (20% off regular rate), visit <http://movingimage.us>.

Access to the Fall Mamas Expo is included with Museum admission: \$12 adults, \$9

senior citizens and college students, \$6 children 3–17, and free for Museum members. For information about the Museum’s Family Membership program, please visit <http://www.movingimage.us/support/familymembership/>. For VIP Mamas Expo tickets (including a VIP goodie bag of free products and discounts; limited quantities) please visit <http://www.queensmamas.com/expo/>

The 2012 Fall Mamas Expo is sponsored by Museum of the Moving Image, The World Wildlife Foundation, Click and Improve, Elite Kids, Dolphin Organics, and Jet Blue.

Each day in the Fall Mamas Expo, families will enjoy:

- All day performances and demonstrations from leading New York City businesses
- All day access to Museum of the Moving Image
- An on-site marionette performance by City Parks Foundation’s famed **PuppetMobile**, which will be performing *Bessie’s Big Shot*, a charming story about a cow who dreams of joining the circus.
- Screenings of **Charlie Chaplin’s *The Kid*** (1921), a hilarious silent gem featuring Chaplin with child star Jackie Coogan with a soundtrack composed by Chaplin himself
- Hands-on creative fun in the drop-in **Moving Image Studio**, in which kids ages 7 and up engage in hands-on creative work, making projects ranging from flipbooks and thaumatropes (hand-drawn optical toys) to stop-motion and computer animations and video games. (12:00–5:00 p.m. each day)
- Continuous screenings of ***Muppet Show*** episodes
- Special preview screening of ***Hotel Transylvania*** (Saturday only, limited ticket availability)

Additional event information is available online at

<http://www.movingimage.us/visit/calendar/2012/09/23/detail/the-fall-mamas-expo>

### **About The Mamas Network**

The Mamas Network (<http://themamasnetwork.com/>) is a series of online resources and social communities built by parents for parents including websites, events, and social media hubs. By using local experts and real parent reviews we have built a community where parents can connect. The Mamas Network includes Queens Mamas (<http://www.queensmamas.com/>), Brooklyn Mamas, Long Island Mamas, and the 2012 Mamas Expo.

### **About the Museum of the Moving Image**

Museum of the Moving Image is a great destination for families. The only U.S. museum devoted to film, television, and digital media, Moving Image presents exhibitions, screenings, and education programs. Year-round, families are invited to explore the Museum’s hands-on core exhibition Behind the Screen, which features over 1,400 artifacts, from mind-bending optical

toys to a real Yoda from the Star Wars films, as well as an array of interactive experiences in which families can make stop-motion animations, add sound effects and music to famous movie scenes, and star in a personalized flipbook. For more information about the Museum and how to become a member, visit <http://movingimage.us>.

**Press contacts:**

Leni Calas, The Mamas Network: 646 296 0070 / [mama@themamasnetwork.com](mailto:mama@themamasnetwork.com)

Tomoko Kawamoto, Moving Image: 718 777 6830 / [tkawamoto@movingimage.us](mailto:tkawamoto@movingimage.us)

**Museum of the Moving Image** ([movingimage.us](http://movingimage.us)) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In January 2011, the Museum reopened after a major expansion and renovation that nearly doubled its size. Accessible, innovative, and forward-looking, the Museum presents exhibitions, education programs, significant moving-image works, and interpretive programs, and maintains a collection of moving-image related artifacts.

Hours: Tuesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-

Sunday, 10:30 a.m. to 7:00 p.m. Closed Monday except for holiday openings

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, screenings are included with Museum admission.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID;

\$6.00 for children ages 3-18. Children under 3 and Museum members are admitted free.

Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: [movingimage.us](http://movingimage.us)

Membership: 718 777 6877, [members@movingimage.us](mailto:members@movingimage.us)

The Museum is housed in a building owned by the City of New York and its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit [movingimage.us](http://movingimage.us).

###