**Exhibit Details**

**Content focus**  
Early literacy

**Size**  
1,500 sq. ft.

**Price**  
$40,000

**Availability**  
Visit mcm.org/availability

**Target audience**  
Children ages birth to 8, families and school groups

**Features**
- Immersive child-sized book environments bring popular stories to life
- Email capture photo kiosk
- Top-notch educational, marketing and installation materials
- Easy to install
- Exhibit props and costumes
- Responsive support from experienced staff

---

**Unique Early Literacy Experiences**

- The first traveling exhibit to use content to focus on pre-reading skills
- Strong potential for local funding
- Engaging adult messages to support continued learning at home
Storyland: A Trip Through Childhood Favorites™

Engaging Environments
In this highly immersive and engaging exhibit, families discover the joy and power of reading at any age.

Favorite Story Books in Life-Sized Settings
Imagine your visitors stepping into the world of their favorite storybooks — building a snowperson and making snow angels in The Snowy Day, then shaking the palm trees and exploring an oversized alphabet playground in Chicka Chicka Boom Boom.

Seven Beloved Children’s Books
- The Tale of Peter Rabbit by Beatrix Potter
- If You Give a Mouse a Cookie by Laura Numeroff
- Chicka Chicka Boom Boom by Bill Martin Jr. and John Archambault
- The Snowy Day by Ezra Jack Keats
- Abuela by Arthur Dorros
- Tuesday by David Wiesner
- Where’s Spot? by Eric Hill.

Stimulating Early Literacy Activities
Exhibit experiences including matching, rhyming, poetry and storytelling children to love books, learn words, tell stories, read everything, know letters, and hear sounds.

“Storyland is a high-quality, well-constructed exhibit that was both mission-based and attraction-centered for the Mississippi Children’s Museum. It offered our community an opportunity to focus on early reading. Parents particularly loved interacting with familiar elements from their own childhood. Minnesota produced a winner with Storyland!”
— Alicen Blanchard, director of education, Mississippi Children’s Museum

“When we walked into the Storyland exhibit, my kiddo’s eyes went wide with delight. To her, it was play. To me, it was early literacy in action. Storyland is a great opportunity for both parents and children to see how books are more than just words on paper and literacy is more than just knowing how to read.”
— Mindy, parent and blogger for Proper Noun Blog