

Media Release

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MUCH MORE MUNSCH

Featured at the Children's Discovery Museum on the Saskatchewan

(Saskatoon, SK): The Children's Discovery Museum on the Saskatchewan and Cameco Corporation are pleased to present "Much More Munsch", a travelling exhibit based on the books of celebrated children's author, Robert Munsch. A kick off parade, followed by the Grand Opening ceremony and ribbon cutting, will be held on Saturday, Sept. 18 at 11:00 a.m. at Market Mall, 2325 Preston Avenue, Saskatoon, to celebrate the Saskatchewan premiere of the exhibit.

For the past 20 years, Robert Munsch has created a distinctive method of imagining, developing and telling his stories. The 1,200 square foot exhibit encourages children to explore and discover their own creative abilities, and is designed for children 12 years and under.

The exhibit will be open seven days a week, and admission is \$3.50. Children who come in costume, or bring a non-perishable food bank donation to the Grand Opening parade on Sept. 18, will receive free admission.

Created by the Manitoba Children's Museum and the London Regional Children's Museum in collaboration with Robert Munsch, the exhibit's North American tour has included stops in Montreal, Winnipeg, London, Calgary, Edmonton, and most recently, Wichita, Kansas.

Cameco is title sponsor of the exhibit in Saskatoon, which will remain open until December 31.

"More than 325,000 children across Canada have experienced the exhibit, and thanks to our sponsors, donors, staff and volunteers, the Museum is making it available to children in Saskatchewan," said Erica Bird, President of the Children's Discovery Museum.

To register for the parade or to receive further information, check out the website at www.museumforkids.sk.ca or phone 306-683-2555.

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