



**FOR IMMEDIATE RELEASE**

**Contact:** Phil Cardone x33  
[Phil@bronxarts.org](mailto:Phil@bronxarts.org)  
Sharon Little x12  
[Sharon@bronxarts.org](mailto:Sharon@bronxarts.org)  
718-931-9500  
[www.bronxarts.org](http://www.bronxarts.org)

**Bronx Council on the Arts and Bronx Children's Museum  
proudly join Parkchester Recreation in their  
SUMMERFEST 2014  
Saturday | August 2, 2014 | 12:00 noon to 6:00 pm**

(July 28, 2014) The Bronx Council on the Arts (BCA) and the Bronx Children's Museum proudly join Parkchester Recreation in their **SUMMERFEST 2014** with a special public program. The Bronx Children's Museum's hands-on, travelling exhibit *River on the Go: Where is Justin the Beaver?* on Saturday, August 2nd, from noon to 3:00 pm during the afternoon-long event taking place until 6:00 pm at the Metropolitan Oval in the heart of Parkchester.

**The Bronx Children's Museum's Traveling Exhibition Bus** will be parked at the oval where the Museum's staff will help participating children create artwork inspired by the Bronx River flora and fauna while visiting the exhibit on board the bus. Summerfest 2014 is a free event, open to the public and all are welcome.

***River on the Go: Where is Justin the Beaver?*** is a multi-sensory traveling exhibition that educates children about the natural flora and fauna located along the Bronx River. We invite children and their families to get on the museum bus and participate in drawing and other art-making activities inspired by the exhibition.

**Information:** [www.bronxarts.org](http://www.bronxarts.org) or 718-931-9500.  
Sharon Little: x12 or [sharon@bronxarts.org](mailto:sharon@bronxarts.org);  
Phil Cardone x33 or [phil@bronxarts.org](mailto:phil@bronxarts.org).

**SUMMERFEST 2014**, sponsored by Parkchester Condominiums, is an afternoon of free family fun! In addition to the Bronx Children's Museum's Traveling Exhibition Bus, the day will include vendors, raffle prizes, energy info, interactive learning mobile bus, face painting, magic shows, free hot dogs, refreshments, giveaways, clowns, inflatable slides, live music, bands, dancers and much more. Additional giveaways provided by the Westchester Square Business Improvement District.

**The Bronx Children's Museum** is a not-for-profit center, providing a safe and entertaining haven of fun, learning and imagination. Our purpose is to enable children to experience fun, and develop a love of learning, through interactive play and self-expression; exert and challenge themselves physically and mentally; learn about and celebrate the Bronx, their community, environment, and who they are; foster and adopt a healthy lifestyle; develop essential early childhood skills in literacy, math, science, the arts; and dream big and accomplish their dreams.

**Bronx Council on the Arts** is celebrating more than 50 years as a private, non-profit membership organization that is the official cultural agency of Bronx County. Recognized nationally as a leading arts service organization in providing cultural services and arts programs, BCA serves a multicultural constituency of almost 1.4 million residents. BCA provides an array of services to 5,000 artists and more than 250 arts and community-based organizations.

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