



FOR IMMEDIATE RELEASE

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**Staten Island Children's Museum Gets "HELP" from Northfield Bank Foundation**  
*Grant funding allows for refresh of signs and labels to encourage interaction in exhibits*

**December 17, 2018** —The Staten Island Children's Museum is the recipient of some "HELP" from the Northfield Bank Foundation.

The Children's Museum's "Hierarchical Exhibit Label Program" (HELP) was funded by a grant from the Foundation. The goal of the project is to reinterpret, replace and add graphic elements to revitalize the visitor experience through improved labeling and signage. The new graphics are designed to prompt exploration, encourage engagement, build language development and foster curiosity in visitors of all ages, whether they are frequent or first-time visitors.

The second phase of "HELP" is now underway at the Children's Museum, and for the first time, visitors can see the updated signage and labels in the *Portia's Playhouse* and *It's a Dog's Life* exhibits; new labels will go up in the *House About It* exhibit soon. Children's Museum guests are encouraged to share their feedback about the new features by using the comment cards included in the exhibits.

Phase 1 of the Program was completed last fall in the exhibits *Bugs and Other Arthropods* and *Big Games* and the feedback that the Children's Museum received was overwhelmingly positive. Visitors described the new labels as more engaging, more attractive and clearer to understand.

"We are pleased to support this project and help create new perspectives for these classic Children's Museum exhibits," said Diane Senerchia, Executive Director of the Northfield Bank Foundation.

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“Our team always strives to incorporate the latest education research and best practices to deliver engaging experiences for children,” said Renee Wasser-Warncke, Exhibits Manager at the Staten Island Children’s Museum. “Through the HELP project, we are able to use current language and learning styles so our visitors can better interact with the exhibits here.”

“We are honored to be a recipient of this generous grant from the Northfield Bank Foundation,” said Dina Rosenthal, Executive Director of the Staten Island Children’s Museum. “Because of its support, we can undertake these updates to re-engage both children and their caregivers in fun and creative ways.”

Please contact Jennifer Dudley at the Staten Island Children’s Museum at [jdudley@sichildrensmuseum.org](mailto:jdudley@sichildrensmuseum.org) for photos.

### **About the Northfield Bank Foundation**

The mission of the Northfield Bank Foundation is to promote charitable purposes within the communities in which Northfield Bank operates - Staten Island, Brooklyn and Central New Jersey. The Foundation will focus its efforts on projects to support education, health and human services, youth programs, affordable housing and other types of community organizations or civic-minded projects that improve the quality of life around us.

### **About the Staten Island Children’s Museum**

The Staten Island Children’s Museum is located on the grounds of Snug Harbor Cultural Center & Botanical Garden, 1000 Richmond Terrace, Staten Island, NY 10301. The Museum’s hours for September – June are Tuesday– Friday from 11:00 am – 5:00 pm and Saturday and Sunday from 10:00 am – 5:00 pm. For more information, call 718-273-2060, email [info@sichildrensmuseum.org](mailto:info@sichildrensmuseum.org), or visit [sichildrensmuseum.org](http://sichildrensmuseum.org).

The Staten Island Children’s Museum is housed in a building owned by the City of New York and its operation is made possible, in part, with public funds provided through the NYC Department of Cultural Affairs with support from the Staten Island delegation to the NYC Council. Significant operating support is also provided by the NYS Council on the Arts, Corporations, Foundations, the Trustees and Members.

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