



DISCOVER

E-Newsletter
Issue 5
September 2008

Welcome...

In this issue, learn more about naming opportunities throughout the museum, our upcoming kid's fall fashion show at The Westchester, and our second annual WCM Charity Golf Outing.

Ann LoBue, Editor

aglobue@verizon.net

Campaign News

New Founding Families join museum campaign. Welcome to **Alissa and Russ Hackmann (Larchmont), Beth and Brian Levine (Rye), Stephanie and Joe McNally (Larchmont), Allison and Roberto Mignone (Bronxville), Margot and Dan Milberg (Scarsdale), and Elizabeth and Grant Moyer (Rye)**, who became Founding Families this spring and summer. The Founding Families Program is the cornerstone of Campaign 2008 and an integral part of the Major Gifts campaign. For a pledge or gift of \$5,000 or more, you can become an important part of the endowment of our community's future and make a real difference in the lives of all of our children. All Founding Families will be recognized at the museum's entrance. **For more information about becoming a WCM Founding Family, visit www.discoverwcm.org.**

Honor a loved one or leave your own mark on the WCM. As we complete our designs for the museum, we are identifying "naming opportunities" throughout the building -- including entrances, exhibition areas, galleries, stroller parking, even bathrooms -- that will have signage or plaques. Taking advantage of a naming opportunity is a great way to honor or remember someone you love or to recognize the important commitment you are making to the WCM. **If you would like to learn more, please contact Development Director Jayne Restivo at**

In This Issue

[Campaign News](#)

[Museum News](#)

["Museum without Walls" -- a family activity](#)

[Did You Know? -- fun facts about children's museums](#)

[WCM Featured Events](#)

[WCM Events Schedule](#)

[Volunteer Center](#)

WCM Featured Events

"FASHION NOW -- MUSEUM NOW"



Come to The Westchester on Fri, Sept 19 for a party and kid's fall fashion show with child models representing the WCM! It's an event for kids and their grown-ups, too! The celebration starts at 6pm with kid's entertainment and the fashion show gets underway at 7pm. **No tickets are necessary, but a limited number of VIP seats are available for \$40 each - to benefit the WCM - by calling 914-421-5050.**

914.421.5050.

Wachovia donates funds to support "Museum Without Walls" programming. While we don't yet have a museum building, we don't need walls around us to bring the museum to the community. Every public program, presentation, and special event now falls under the umbrella of a Museum Without Walls. Wachovia's generous grant helps formalize this programming. Thanks to **Lear Beyer and Jeanne Fogel** for their work in securing this funding, and to **Pat Caruso, Beverly McAllister, and Susan Mackle** for their leadership in developing the museum's public programming and volunteer base.

Public Service Announcements for museum on Clear Channel radio stations. From Sept 8 to Sept 14, at least 50 PSAs ran on Z100, Q104, KTU, Lite FM and POWER. With a value of over \$25,000, the ad package was donated as part of Clear Channel's public service programming. Thanks to Community Ambassador Chair Carolyn Carr-Spencer and to new volunteer and supporter Sherrie Matusz for this extraordinary exposure, and to Clear Channel for donating air time to raise awareness of our organization.

Thanks to all who made the museum the most successful beneficiary in the history of Westchester Magazine's Best of Westchester Party!! Money raised: over \$5,000. Awareness raised: Priceless!! Special thanks to *Westchester Magazine* and to the **WCM office staff** and Volunteer Co-Chair **Beverly McAllister** for gathering a great group of volunteers and energetically selling raffle tickets. We'll be back next year!

Museum News

Westchester Children's Museum on WCBS-TV. Click [here](#) to watch an interview with WCM President Corinne Zola on the WCBS 2 News Saturday, originally aired September 13.



Boy Scouts, educators, pediatric dentists and librarians -- they're all important to making the museum happen!

Shop at Montblanc and Give to the WCM

Shop at Montblanc's Ladies Fall Trunk Show at The Westchester **Sept 19 & 20** and a percentage of proceeds will benefit the WCM. **To participate, visit www.discoverwcm.org to download an invitation to present at time of sale.**

WCM Charity Golf Classic 2008

Sign up now to attend our 2nd annual golf outing, taking place **Tues, Oct 7** at Glen Arbor Golf Club in Bedford Hills, NY. Entry fee of \$950 includes 18 holes of golf, breakfast and lunch, on-course contests, an awards banquet and more! **To register, visit www.wcmgolf.com or call 914-941-3366.**

WCM Events Schedule

September

Fri, Sept 19

Fashion Now -- Museum Now (See above, "Featured Events")

6-8pm,

The Westchester, 1st fl outside Nordstrom's,

White Plains, NY

No charge; VIP tickets \$40.

Sat, Sept. 27

New Rochelle Public Library,

WCM "Museum Without Walls" activity,

12-2pm.

October

Tues, Oct 7

WCM Charity Golf Classic 2008 (See

This summer has been busy for our Community Outreach volunteers, led by Pat Caruso, a Mount Vernon teacher:

- The WCM was represented at the annual **Boy Scouts of America** Extravaganza at Pace University in Pleasantville, which was attended by over 250 Den Leaders. Photo above, from left: Pat Caruso with representatives of the Boy Scouts of America - Westchester Putnam Council, Ian Yearwood and Bob Willet.
- The **Teachers Center at Purchase College**, the **Edith Winthrop Center in Hartsdale** and the **Early Childhood Center at Sarah Lawrence College** will distribute information about the museum and volunteer opportunities to teachers and students.
- The **Westchester Library System** has agreed to distribute WCM brochures to all libraries in the county -- that's over 40 libraries! A thank you goes out to Judith Rovenger, Director of Youth Services, for supporting the WCM and encouraging children's librarians to collaborate with us!
- Fifty **Hudson Valley pediatric dentists** will receive our e-newsletter.

This fall, Community Outreach activities scheduled include appearances at private events for the **Girl Scouts of America** and the **Westchester Association for the Education of Young Children**, and at public events sponsored by county libraries. For a schedule of library events, please see the "WCM Events Schedule" at right.

Museum without Walls

A fun educational activity for families

"Apple Science!"

Materials:

1 apple

Knife

2 paper plates

At this time of year, a trip to an orchard or a farmers' market can spark a conversation about many children's favorite fruit: the apple. Let your children sample a bountiful variety of apples, exploring different sizes, shapes, colors, textures and tastes. While the most obvious way to "explore" an apple is to take a great big bite, here is a simple apple experiment that introduces children to several science topics.

What to do:

- Cut an apple in half. Place one half, skin side up, on a paper plate. Peel and chop the other half in small pieces and place on the second

above, "Featured Events")

9:30am-9:30pm,

GlenArbor Golf Club,

Bedford Hills, NY.

Entry fee: \$950/pp.

Sat, Oct. 18

Irvington Public Library,

WCM "Museum Without Walls" activity,

10am-12pm.

November

Sat, Nov 8

Yonkers Family Day,

Yonkers Riverfront Library,

WCM "Museum Without Walls" activity,

All day.

Sat, Nov 15

Native American Day,

Tuckahoe Public Library,

WCM "Museum Without Walls" activity,

noon-3pm.

For more info or to RSVP, please contact the WCM office at 914-421-5050.

Volunteer Center

Volunteers...Stay Tuned!

We're grateful to those who have worked so enthusiastically at this year's awareness gatherings, community outreach and fundraising events - and delighted to welcome new volunteers! Each volunteer is important and

- plate.
- Put both plates in a cool dark spot. Ask your child to make predictions about what will happen to the apples on each plate.
- Observe what happens over the next week. (Encourage your child to expand his/her vocabulary with descriptive words for the size, shape color and texture of the fruit.)

While you're having fun, pose the following questions:

- What do you think is happening to the apples?
- Does the half apple look different from the chopped apple? Why?
- How do the apples feel? How is this different than before?
- What could we do to stop the apples from changing?

Apple wisdom:

An apple is approximately 80% water. The human body is approximately 55-65% water. The peel or "skin" of an apple works much like the skin on the human body, protecting the flesh -- even bruising, and helping to keep the water inside from evaporating. While observing an apple shrivel, children can make connections to their own bodies, the water cycle, and decomposition.

This article is adapted from the "Learn by Doing" column by the Westchester Children's Museum found monthly in *Westchester Family* magazine, a media sponsor of the museum's Explore-A-Thon 2008.

Did You Know...?

- 63% of children's museums are located in urban areas.
- 23% of children's museums are located in suburban areas.
- 14% of children's museums are located in rural areas.

can contribute to the success of the museum campaign.

Calling all High School Students: please help us at "Museum Without Walls" Community Outreach events this fall! Please contact Pat Caruso, iluv2tch1@verizon.net.

Watch for announcements about new opportunities to volunteer, starting with the 2nd annual Golf Outing on Oct 7 as well as planning for next year's gala benefit.

We look forward to meeting and working with all our wonderful volunteers!

Volunteer Coordinators

Beverly McAllister,
bevmcal@aol.com

Susan Mackle,
themackles@optonline.net

Pat Caruso, iluv2tch1@verizon.net

Quick Links

[Register Now](#)

[Related Topics](#)

[More on the WCM](#)

Donate Now

The Westchester Children's Museum is a 501(c)3 non-profit organization. All donations are tax deductible. Thank you for your support.

Join Our Mailing List!