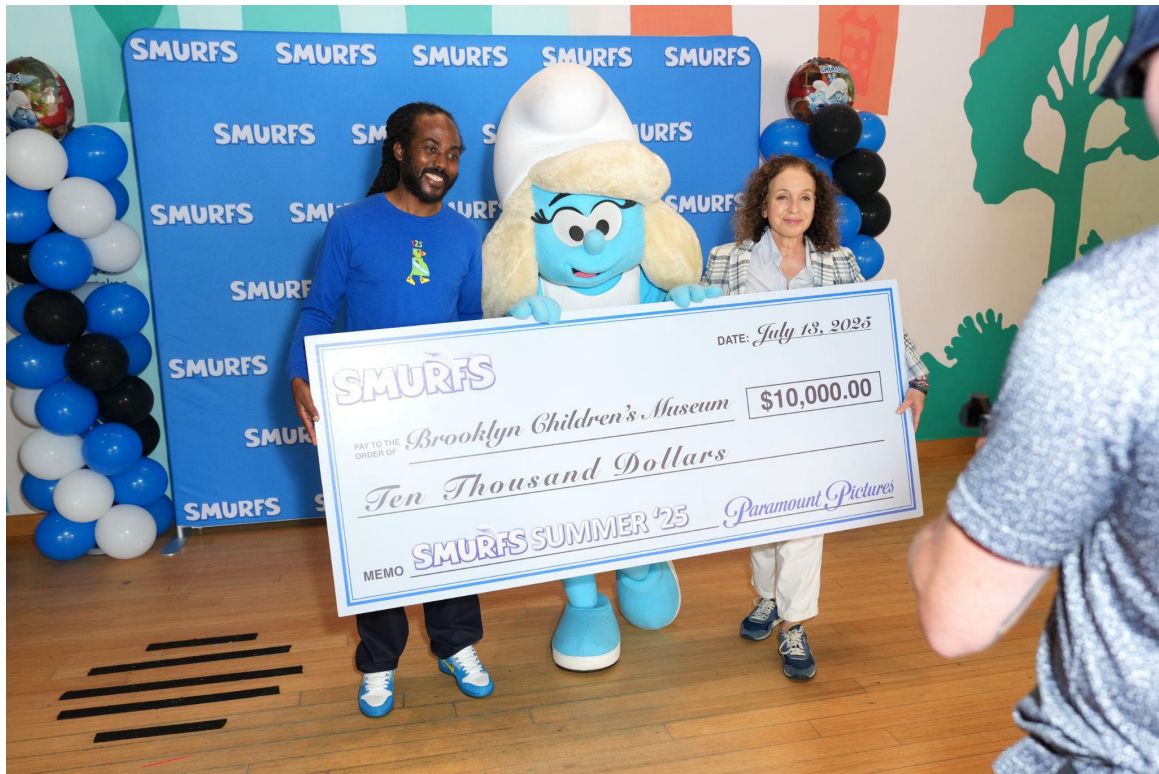




FOR IMMEDIATE RELEASE

Contact: Sandra Tharas, sandra@anatgerstein.com, 347-361-7068

Smurfs Join Paramount Pictures to Award \$10,000 to Brooklyn Children's Museum



*Paramount Pictures Awards \$10,000 to Brooklyn Children's Museum.
Left to right: Atiba T. Edwards of BCM, Smurfette, and Jennifer Lynch of Paramount Pictures.
Copyright: John Nacion*

(Brooklyn, NY)—On Sunday, July 13, Paramount Pictures awarded \$10,000 to [Brooklyn Children's Museum](#)—the world's first and oldest children's museum, now celebrating its 125th year. Paramount representatives were joined by Smurfette, Papa Smurf, and No Name for the occasion, who were on site at the Museum celebrating SMURFS Summer ahead of the July 18 theatrical release of *Smurfs*, starring Rihanna.

For decades, the beloved *Smurfs* franchise has taught kids about cooperation and collective problem-solving, with each character contributing their unique skills to help their village.

Presented in partnership with Paramount Pictures, [SMURFS Summer](#) invited families to take part in a festive, hands-on day of art-making and fun at the Museum, which included a rooftop dance party to the *Smurfs* soundtrack, a scavenger hunt around the Museum, Smurfs portrait-making in BCM's ColorLab, Meet & Greets with the characters, and more.

"SMURFS Summer was a big blue hit! Everyone loved spending some time with their favorite characters," says **Brooklyn Children's Museum President & CEO Atiba T. Edwards**. "We're grateful for Paramount Pictures' generous support. Play is how children learn best, and partnerships like this help us spark their curiosity and development."

"Eternally young, the Smurfs continue to embark on new adventures and had a great time at Brooklyn Children's Museum, the perfect place to explore fun, educational exhibits that teach us about world cultures, history, science, and nature. The Smurf spirit of constant creativity, tolerance, faith in the future, and respect for others can be found throughout BCM. We were proud to bring SMURFS Summer to this Crown Heights institution and to support its continued good work with this funding award," says **Jennifer Lynch, Senior Vice President of Global Corporate Social Responsibility for Paramount Pictures**.

About Brooklyn Children's Museum

Inspired by the energy and diversity of our borough, Brooklyn Children's Museum creates experiences that ignite curiosity, celebrate identity and cultivate joyful learning. Founded in 1899 as the world's first children's museum, Brooklyn Children's Museum is New York City's largest cultural institution designed especially for families. Proudly based in Crown Heights, Brooklyn, BCM serves 300,000 children and caregivers annually with exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures. For more information, visit: www.brooklynkids.org.

###