



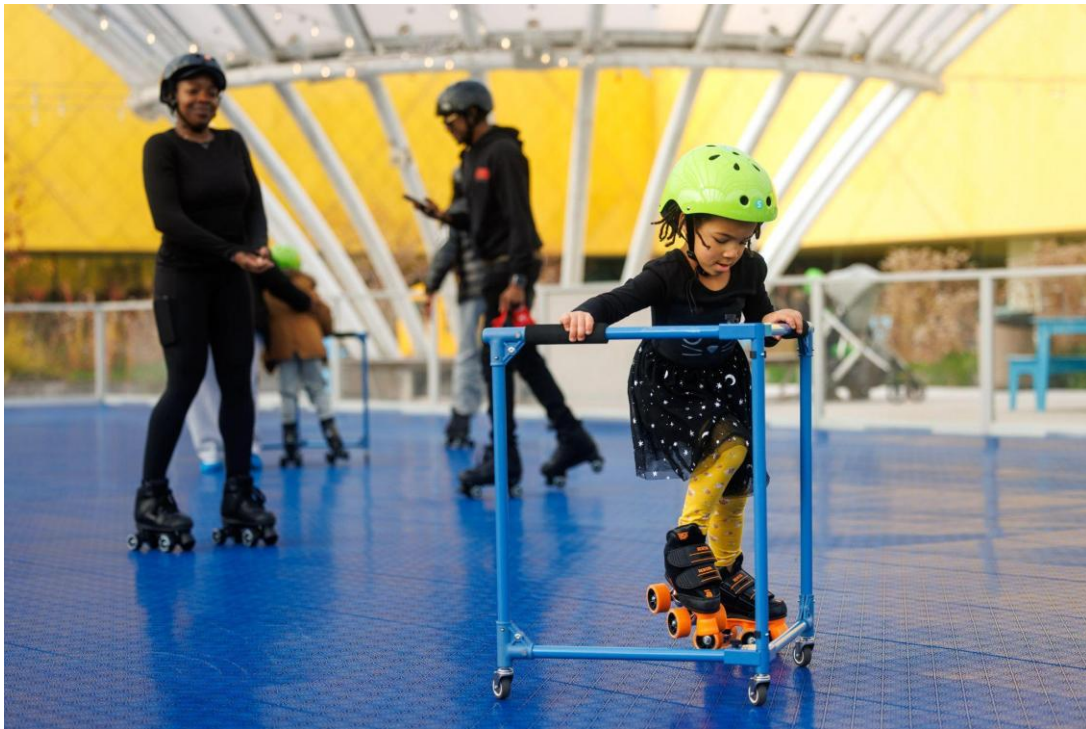
**FOR IMMEDIATE RELEASE**

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## **Brooklyn Children's Museum Launches 'Free Skate Fridays' on February 6**

**— Partnership with 4WRD Roller Skate Brings Accessible Skating Instruction for Kids to *Empire Skate of Mind* roller rink —**



Empire Skate of Mind roller rink on BCM's rooftop. Photo credit Winston Williams.

**(Brooklyn, NY)** — [Brooklyn Children's Museum](#) (BCM) is offering [free skating lessons](#) for children on the first Friday of every month, starting February 6. The program pairs experienced instructors from [4WRD Roller Skate](#), a Brooklyn organization dedicated to accessible skating education, with skaters of all experience levels at BCM's [Empire Skate of Mind](#) rooftop roller

rink. *Empire Skate of Mind* offers families an all-ages experience where parents skate alongside their kids, not from the sidelines.

Building on the momentum of *Empire Skate of Mind's* successful November opening, Free Skate Fridays makes skating instruction accessible to Brooklyn families. The rooftop rink pays homage to the legendary Empire Roller Rink, which stood less than a mile away at 200 Empire Boulevard from the 1940s through 2007, serving as Brooklyn's community gathering place and the birthplace of roller disco in New York.

Roller skating has long been a vibrant part of Black cultural expression, community building, and joy, especially in Brooklyn. Introducing this program during Black History Month honors that legacy while creating space for new generations to experience skating as both cultural celebration and creative movement.

Free skating lessons are offered on the following dates:

**First Fridays:**

- Friday, February 6
- Friday, March 6
- Friday, April 3

**During Midwinter & Spring Recess:**

- Tuesday, February 17 (during BCM's midwinter recess [Black Future Festival](#))
- Tuesday, April 7 (during BCM's [Earth Rocks!](#) spring break festival)

Sessions run in two 1-hour blocks: 2:00 pm – 3:00 pm & 3:15 pm – 4:15 pm.

Get tickets at [www.brooklynkids.org/free-skate-fridays](http://www.brooklynkids.org/free-skate-fridays). Children's skating lessons are free with museum admission (\$15). Adults pay \$10 to skate alongside their children. BCM Members: children skate free, adults \$8. The program welcomes ages 3 and up. Skates, helmets, and wrist guards provided. This program is for families; all adults must be accompanied by children when visiting BCM.

*Empire Skate of Mind* runs through April 12, 2026. For more information, visit [www.brooklynkids.org/empire](http://www.brooklynkids.org/empire).

“We’re thrilled to partner with 4WRD Roller Skate to make skating instruction accessible to Brooklyn families,” said **Atiba T. Edwards, President and CEO of Brooklyn Children’s Museum**. “Since *Empire Skate of Mind* opened in November, families have embraced the joy of skating together on our rooftop. Now, through this partnership with 4WRD, kids can learn new skills in a supportive environment while parents join them on the rink. This builds on the legacy of

Brooklyn’s skating culture and reflects our commitment to creating joyful, accessible experiences that bring families together.”

“Roller skating has always been more than recreation, it’s culture, confidence-building, and learning through movement,” said **Jennifer Scott, Brooklyn native and founder of 4WRD Roller Skate**. “Partnering with Brooklyn Children’s Museum through Free Skate Fridays allows us to create an accessible, play-based experience where families can move together, build skills, and explore creativity through skating. These moments spark confidence, curiosity, and connection and they’re where lifelong skaters are born and the foundation is laid for the sport’s continued growth, including its future inclusion on the Olympic stage.”

### **About 4WRD Roller Skate**

4WRD Roller Skate is a Brooklyn based experiential roller skating program that blends movement, culture, and community. Our mission is to make skating accessible, joyful, and meaningful for people of all ages and abilities while elevating roller skating as both an art form and a sport.

### **About Jennifer Scott**

Jennifer Scott is a Brooklyn native, cultural producer, and the founder of 4WRD Roller Skate, a Brooklyn-based experiential roller skating company that blends movement, music, and education. With deep roots in New York City communities, Scott created 4WRD to make roller skating accessible while using the sport as a tool for confidence-building, creativity, and connection. Through partnerships with schools, cultural institutions, and community organizations including Brooklyn Children’s Museum 4WRD delivers play-based, family-centered experiences that celebrate culture and movement while introducing young people to the discipline and joy of roller skating. Scott is also a vocal advocate for the continued growth of roller skating, including its future inclusion on the Olympic stage.

### **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 through exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures. For more information, visit [www.brooklynkids.org](http://www.brooklynkids.org).

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