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Brooklyn Children's Museum Puts STEM in Motion with New BMX Exhibit

– Riders Ready: The Science of BMX opens October 24 with BMX demonstrations, family activities, and a chance to be a part of the exhibit –

(Brooklyn, NY) — Starting October 24, 2026, visitors to Brooklyn Children's Museum can experience *Riders Ready: The Science of BMX,* a new 2,500-square-foot exhibit that invites children to explore the science behind the fast-paced world of bicycle motocross (BMX). Through hands-on activities, visitors will learn about bike setup and track design, how helmets work, and the principles of speed, energy, balance, and friction.

Families can celebrate opening day with live BMX demonstrations by professional riders Matty Cranmer and Chad Douglas that showcase the speed, skill, and excitement of the sport. The celebration also includes helmet decorating with Transportation Alternatives, an *On Our Bikes*

storytime and singalong with author Dan Saks, a cycling glasses raffle courtesy of 100Percent, and bike raffles courtesy of the BMX Foundation.

BCM also invites families to share photos and videos of their children's early bike-riding moments, from training wheels and wobbly first rides to pedaling on their own. Other riding photos and videos are welcome, too. Submissions will be compiled into a video montage for the exhibit. Families can submit at www.brooklynkids.org/ride or by messaging @bcmkids on Instagram. Those who submit by October 21 will receive two free Museum admission tickets for opening day, Saturday, October 24.

"Riding a bike on your own for the first time brings the joy of exploring the world from a whole new perspective. I vividly remember riding my gold BMX bike from Brownsville all across Brooklyn," said **Atiba T. Edwards, President and CEO of Brooklyn Children's Museum**. "*Riders Ready* builds on that excitement by allowing children to explore the science of balance and motion through hands-on play. We can't wait to see kids come curious and leave with new questions and the confidence to find their own answers."

Research has found that interactive museum exhibits can spark interest in science and support learning. *Riders Ready* connects that approach to BMX, giving children a familiar starting point for exploring physics and engineering.

Developed by Discovery Lab in collaboration with the USA BMX Foundation, the exhibit includes *Build a Bike*, where visitors customize a digital BMX bike with parts for racing or freestyle and their own paint scheme. In *Build a Track*, children arrange physical blocks into a course and see their design appear on screen. *Starting Gate* invites visitors to test their reaction time on real BMX bikes, leaning forward in response to a race-start countdown.

***Riders Ready: The Science of BMX* at Brooklyn Children's Museum**
Dates: October 24, 2026 – January 3, 2027
Location: 145 Brooklyn Ave, Brooklyn, NY 11213
Hours: Wednesday through Sunday, 10 am – 5 pm (Museum closed Monday and Tuesday)
Admission: Included with general admission ($15 per person; free for children under age 1)
Tickets: www.brooklynkids.org/tickets
More information: www.brooklynkids.org/exhibits/riders-ready

About Brooklyn Children's Museum
Inspired by the energy and diversity of our borough, Brooklyn Children's Museum (BCM) creates experiences that ignite curiosity, celebrate identity and cultivate joyful learning. Founded in 1899 as the world's first children's museum, BCM 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 brooklynkids.org.

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