

Children's Museum of Manhattan Joins Bloomberg Connects Cultural App as its First Children's Museum, Unlocking the Power of Learning through Play

The free digital guide joins more than 200 cultural institutions around the globe on the Bloomberg Connects app.

NEW YORK, NY—May 22, 2023—Today, the Children's Museum of Manhattan (CMOM) launched a new, digital guide on Bloomberg Connects, the free arts and cultural app created by Bloomberg Philanthropies. The Bloomberg Connects app, available for download from Google Play or the App Store, makes CMOM accessible for onsite and offsite learning through visual, audio, and video features offering new educational activities for parents and children, a tour of CMOM's signature exhibit *PlayWorks™*, and insights into the connection between play and learning.

The centerpiece of CMOM's digital guide is the audio tour of its iconic third-floor exhibit, *PlayWorks™*. The exhibit stands as one of New York City's largest public play and learning centers for early childhood by combining innovative activities for children ages 0-4 and tools for parents and caregivers. The digital guide amplifies the learning potential of *PlayWorks™* by preparing parents and caregivers to fully engage with the exhibit and recreate the magic of CMOM at home. Extensive early-childhood development research is interwoven throughout the guide to illustrate how children acquire language skills using art, music, and storytelling activities at the Museum, at home, and in the community. By translating research into concise and comprehensible suggestions and facts, the guide will help parents recognize and understand how their children learn. Further features of the digital guide include DIY art activities and ways to encourage literacy before school.

"This is CMOM's first ever digital and audio guide, and I couldn't be more excited about the possibilities for families using it," says CEO and Director Dava Schub. "CMOM's presence on Bloomberg Connects will be a crucial link between the developmental research that backs our programs and exhibits and our visitors. Now, through just a tap on their phones, parents, grandparents, and caregivers can gain access to CMOM content, empowering them to make playful learning an everyday feature of their children's lives—at the Museum, at home, or anywhere! Bloomberg Philanthropies has been an amazing partner through the entire process of creating this guide, and we're eager to explore future additions to it."

Bloomberg Connects offers free digital guides to cultural organizations around the world. The app platform is part of Bloomberg Philanthropies' longstanding commitment to supporting digital innovation in the arts. Bloomberg Connects makes it easy to access and engage with arts and culture from mobile devices when visiting in person, or anytime from anywhere. With dynamic content exclusive to each partner organization, the app provides a range of features including video, audio, and text; expert commentary; and way-finding maps. Follow Bloomberg Connects on [Instagram](#), [Facebook](#), and [Twitter](#) for updates on new guide launches, exhibit highlights, and more.

The Bloomberg Connects app, available for download from Google Play or the App Store or by scanning the QR code here:



[Download here](#)

About Bloomberg Philanthropies

Bloomberg Philanthropies invests in 700 cities and 150 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: the Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's giving, including his foundation, corporate, and personal philanthropy as well as Bloomberg Associates, a pro bono consultancy that works in cities around the world. In 2022, Bloomberg Philanthropies distributed \$1.7 billion. For more information, please visit [bloomberg.org](https://www.bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

About the Children's Museum of Manhattan

Established in 1973, the Children's Museum of Manhattan (CMOM) is a vital cultural destination and educational resource for children and their families from New York City and beyond. CMOM is dedicated to inspiring the next generation of learners through research-backed exhibitions and programs that promote creativity, communication skills, and healthy development. As a Museum for *all* children of New York, no matter their circumstances, CMOM operates outreach programming in all five boroughs, making the Museum accessible to even the most vulnerable families. For more information about CMOM, visit www.cmom.org.

For media inquiries, please contact:

press@cmom.org