

IMMEDIATE RELEASE: Changing Futures: CMOM and Win Launch Early Learning Hubs in Brooklyn Shelters

FOR IMMEDIATE RELEASE

Win and Children's Museum of Manhattan Launch State-of-the-Art Learning Hubs at Brooklyn Shelters

Event Marks Major Milestone in Expanding Early Childhood Education and Family Support for New York City's Most Vulnerable

New York, NY — Win, the nation's largest provider of shelter and supportive services for homeless families, in partnership with the Children's Museum of Manhattan (CMOM), today celebrated the launch of two new Learning Hubs at the Rosa Parks and Shirley Chisholm family shelters in Brooklyn.

The event marked the launch of CMOM's 56th and 57th Learning Hubs across the five boroughs and the next chapter of a deepening partnership with Win. The collaboration is part of a three-year pilot program to install the CMOM designed Learning Hubs in all Win shelters, with CMOM staff providing high-quality early childhood education, family workshops, and professional development for Win staff using CMOM's research-based curriculum. The plan aims to continue expanding the development of CMOM Learning Hubs to six additional Win sites in Manhattan, Brooklyn, and the Bronx next year, and at least five more in the third year.

"At Win we are committed to breaking down barriers and ensuring our families have full access to educational opportunities and cultural experiences," said **Win President & CEO Christine C. Quinn**. "The new learning hubs designed by the Children's Museum of Manhattan at our Rosa Parks and Shirley Chisholm family shelters are more than just recreational spaces—they're gateways to curiosity, creativity, and confidence. Together with our incredible partners at the Children's Museum of Manhattan, we're bringing hands-on, high-quality learning directly into our shelters, giving children the tools they need to thrive, and reminding every family here that they are seen, supported, and can achieve their full potential."

“We are thrilled to work with Win, an organization that shares our holistic approach to supporting families,” said **Dava Schub, President & CEO of CMOM**. “As a museum dedicated to providing early childhood education to all children, this unique partnership with Win gives us meaningful access to reach families across all boroughs and in all circumstances. With a thoughtful partner like Win, we’re able to foster learning, creativity, and resilience for New York City’s youngest learners while advancing our shared mission of serving those most in need.”

Celebrating Impact and Partnership

Since the start of this partnership, CMOM has led 50 programs, reaching over 500 children, parents, and Win staff through direct programming and will reach hundreds more through the Learning Hub installations at the Rosa Parks and Shirley Chisholm sites. The partnership has enabled both organizations to create deeper, more impactful content and programming for children and families in need.

A Summer of Learning and Fun

The ribbon cutting celebration featured hands-on art projects, coffee from the Win barista program, storytime activities led by CMOM staff, pizza and snacks for all, and free backpacks filled with art supplies, toys, and books. Every attendee received a free membership to CMOM, with additional passes left for Win staff to distribute. The event also served as an end-of-school-year celebration and a kickoff to a summer of creativity and learning.

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About the Partnership

CMOM and Win began working together in 2021, deepening their collaboration during the pandemic by hosting Baby Brain Building workshops for Win families at CMOM. Win’s unified approach and alignment with CMOM’s mission have made this partnership especially effective in reaching and uplifting families across the city.

About Win

Win is the largest provider of shelter and supportive housing for families experiencing homelessness in New York City and the nation, operating 16 shelters and over 450 units of supportive housing across all five boroughs. For over 40 years, Win has provided safe housing, trauma-informed services, and innovative programs to help families rebuild their lives. In the past year, Win served nearly 12,400 people – including over 6,700 children – and helped almost 1,000 families transition out of shelter into homes of their own.



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About CMOM

The Children's Museum of Manhattan is a steward of early childhood, helping all children grow and develop into their best selves. Through our programs on-site and around the five boroughs, CMOM nurtures the next generation of creative global citizens as they learn through exploration and play. CMOM encourages empathy across differences by elevating and providing insight into diverse perspectives and inviting visitors of all backgrounds to join our intentionally welcoming community and create and learn alongside each other. The museum's program reflects the rich cultural diversity, energy, and resilience of New York City itself and has a special focus on ensuring that its program is available to those families who might not otherwise have access.

Founded in 1973 as a neighborhood organization, CMOM has grown over the years into a beloved destination and resource for children, families, and educators from across the five boroughs and from around the world. The museum welcomes 350,000 visitors each year to its Upper West Side location and engages hundreds of thousands more through its outreach programs in partnership with schools, libraries, shelters, and Head Start centers throughout New York City; its touring exhibitions; and its online tools and curricula. In response to growing public demand for its programs and resources, CMOM is in the process of transforming the landmarked First Church of Christ, Scientist, located on Central Park West and 96th Street, into a welcoming museum that inspires connectivity, exploration, and play. Designed by FXCollaborative, CMOM's future home will materially increase the museum's programmatic capacity, allowing CMOM to better serve the diverse communities it welcomes and create a new model for the children's museum of the future.

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