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LEGO® CASTLE ADVENTURE COMES TO THE MERCER MUSEUM
Multimedia Museum Exhibition Opens on October 3

DOYLESTOWN, PA: (September 11, 2015) – The Mercer Museum will be the final venue to host the popular traveling exhibition, *LEGO® Castle Adventure*. In this hands-on exhibit, children and families discover the world of castle building using one of the greatest building materials of all time – LEGO bricks. *LEGO Castle Adventure* will open at the Mercer on Saturday, October 3 and run through Sunday, January 17.

“The Mercer Castle is the ideal place to host this enormously popular exhibit,” said Doug Dolan, Mercer Museum Executive Director. “Henry Mercer designed and built two very unique castles, and now young visitors will have the opportunity to test their very own castle planning and constructing skills. This unique exhibit created by The Children's Museum of Indianapolis and LEGO Systems, Inc. is also a great opportunity for children and families to learn through play.”

Mercer Museum visitors can explore the LEGO kingdom's royal castle featuring the king's secret treasure room filled with LEGO jewels. They can also tour the castle grounds and learn about day-to-day castle life. Children can dress up as princes, princesses, knights or dragons; build a LEGO brick topiary, climb a lookout tower, and don suspender-style horses to joust with foam-rubber lances.

Once visitors have learned what it takes to plan and construct a proper home for the king and queen, they can test out the castle's defenses with a catapult. By using a 3-D computer program and real-world catapult, both big and little kids alike can virtually build and test the castle walls and learn through trial and error the most durable ways protect a fortress.

LEGO models of real-world castles Blarney, Arundel, and Neuschwanstein offer insights about how castles were once planned and built. Age-appropriate build areas for Apprentice

-More-

LEGO Castle Adventure/2

Builders (toddlers), Journeymen Builders (ages 3-6) and Master Builders (ages 7 and older) allow children to use their newfound knowledge to create their own unique structures.

To accompany the main exhibit, the Mercer Museum will also feature a small companion display of prints, ceramics, armor and other objects from its collections related to Henry Mercer's well-known love of castles and castle landscapes. In addition, a model of the Mercer Museum itself will be on view, constructed entirely of LEGO bricks by members of the Delaware Valley LEGO Users Group created especially for this exhibit.

The Mercer Museum's LEGO exhibit-related programs include a *Build It LEGO® Robotics Workshop and Demonstration* on Saturday, October 17 for children ages 7-11, at 10 a.m., 11 a.m. & 1 p.m. Space is limited for the sessions which are \$15 per child. Registration is required for the workshop and can be done by calling 215-348-9461. On select weekends, the Mercer will host exhibit-related family craft activities, which are included with museum admission, and a Castle Adventure Birthday Party. For more information on craft activities and booking a birthday party, visit mercermuseum.org.

LEGO Castle Adventure is locally sponsored by: Univest, Penn Color, Inc., Visit Bucks County, The Meek Foundation and Doylestown Health's Della Penna Pediatric Center.

LEGO Castle Adventure & Mercer Museum admission is \$14 for adults, \$12 for seniors (65+) and \$8 for youth (ages 6-17). No advance tickets are necessary. For more information, visit mercermuseum.org.

About the Mercer Museum

The Mercer Museum was designed and built by noted tile-maker and archaeologist, Henry Mercer. The museum is one of Bucks County's premier tourist attractions and offers visitors a unique window into pre-Industrial America as seen through the implements used in everyday life. The Mercer's collection includes more than 40,000 objects exhibiting the tools of more than 60 different crafts and trades, providing one of the world's most comprehensive portraits of material culture in America. The Mercer Museum is located at Pine Street & Scout Way in Doylestown and is open for self-guided exploration 7 days a week. For more information, call 215-345-0210, or visit: www.mercermuseum.org.

About The Children's Museum of Indianapolis

The Children's Museum of Indianapolis is a non-profit institution committed to creating extraordinary family learning experiences that have the power to transform the lives of children and families. The 433,000 square-foot facility houses 11 major galleries. Visitors can explore the physical and natural sciences, history, world cultures, the arts, see how dinosaurs lived 65 million years ago in *Dinosphere: Now You're in Their World®*, experience *Dale Chihuly's Fireworks of Glass* and examine children's impact in shaping history in *The*

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LEGO Castle Adventure/3

Power of Children: Making a Difference. The Children's Museum, situated on 19 acres of land in Indianapolis, presents hundreds of programs and activities each year. For more information about The Children's Museum in English and Spanish, visit www.childrensmuseum.org.

About LEGO Systems, Inc.

The LEGO group (www.lego.com) is a privately held, family-owned company, based in Billund, Denmark. Founded in 1932, today it is one of the world's leading manufacturers of play material for children. The company is committed to the development of children's creative and imaginative abilities through its products, which can be purchased in more than 130 countries.

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