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***National Children's Museum Celebrates Nationwide Distribution  
of Nickelodeon-Branded Climate Exhibit***

**WASHINGTON** – National Children's Museum, renowned for its commitment to play-based science, technology, engineering, arts and math (STEAM) education, today announced the launch of their *Climate Action Heroes* exhibit distribution project. The project, made possible through the support of leading children's entertainment company Nickelodeon, seeks to strengthen early learner climate education across the country by providing a turnkey exhibit and complementary resources free of charge to interested children's museums and science centers.

For the distribution project, the Museum partnered with *Nickelodeon Our World* to create a new version of the *Climate Action Heroes* exhibit that integrates some of the brand's most iconic characters from *SpongeBob SquarePants*, *Dora*, *PAW Patrol* and *The Loud House* as partners in the fight against a changing climate. The updated exhibit will be made available in two sizes—a full-size installation and a smaller, on-the-go installation—to any interested institution free of charge. Partner institutions will be provided with print-ready files as well as an installation manual, marketing manual, and access to all digital materials.

"National Children's Museum is honored to share these resources and support colleague organizations as they empower the families they serve through climate-related experiences designed for impact," said Meredith Hamme, interim CEO of National Children's Museum. "We are grateful for Nickelodeon's partnership and dedication to protecting our shared planet by empowering young learners. Integration of Nick's beloved IP into the exhibit will help ignite minds and spur collective action."

"Nickelodeon's *Our World* initiative aims to cultivate youth agency, helping kids gain the knowledge and skills to contend with the rapidly changing world around them," said Jean Margaret Smith, Senior Vice President, Public Affairs. "We are thrilled to partner with National Children's Museum to continue to use the power of our beloved properties to inform kids and provide resources to help connect them with ways they can make an impact both at home and in their communities."

*Climate Action Heroes* is an experience developed by National Children's Museum to empower children to affect positive change for the planet. By answering a maze of playful questions, children are matched with one of five hero personas with unique superpowers. Through a suite of digital extension tools, including a [digital exhibit headquarters with monthly missions](#), virtual field trip, at-home activity videos, and podcast episodes, children are encouraged to practice their superpowers in their community.

Interested organizations can learn more about this opportunity by emailing [exhibits@nationalchildrensmuseum.org](mailto:exhibits@nationalchildrensmuseum.org).

*Nickelodeon Our World* is a global initiative to inspire kids and provide them with tools to activate their individual and collective agency. Together with a coalition of partners Nickelodeon is providing resources and best-practices for kid-driven philanthropic opportunities that allow this new generation to take action in their communities and beyond. The multiplatform initiative lives across Nickelodeon's linear, digital and social platforms.

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### **About National Children's Museum**

STEAM adventure awaits at National Children's Museum, located in the heart of downtown Washington, D.C. With a mission to inspire children to care about and change the world, the Museum sparks curiosity and ignites creativity for children under the age of twelve and their families. Through playful science, technology, engineering, arts and math (STEAM) based exhibits, programs, and virtual offerings, the Museum reaches millions of people each year. Learn more and plan your visit at [nationalchildrensmuseum.org](http://nationalchildrensmuseum.org).

### **About Nickelodeon**

**Nickelodeon**, now in its 45th year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The brand includes television programming and production in the United States and around the world, plus consumer products, digital, location-based experiences, publishing and feature films. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon is a part of Paramount's (Nasdaq: PARA, PARAA) global portfolio of multimedia entertainment brands.