



## **Let's Move! Museums & Gardens Monthly Report** **July 2011**

Each month, the Institute of Museum and Library Services (IMLS) provides a status report of the *Let's Move! Museums & Gardens* initiative. This update is sent to the White House, partners and participants. The report highlights success stories and recent announcements and provides an up-to-date listing of participating institutions and a sampling of social media mentions.

If you wish to submit success stories, please email a 150 word article with photos to [letsmovemuseumsandgardens@imls.gov](mailto:letsmovemuseumsandgardens@imls.gov).

### **Success Stories**

#### *Let's Move! Museums and Gardens*

##### *Art of Living Smart Summer Camp*

##### **B.B. King Museum and Delta Interpretive Center**



Patrick House, season 10 winner of NBC's *The Biggest Loser*, spent a day at the B.B. King Museum talking with Art of Living Smart campers about his experiences being overweight, training and competing on *The Biggest Loser*, and how his new lifestyle and eating habits have changed after winning the competition. He also taught the campers fun and easy to learn exercises and stressed the importance of having a daily fitness schedule and routine.

House remarked, "The kids of the Mississippi delta are so fortunate to have a program like *The Art of Living Smart Summer Camp* available to them. It's an excellent resource to help raise awareness about living a healthier life. All the kids were great, and I thoroughly enjoyed working with them."



Indianola, Mississippi native and retired NFL football player Ellis Wyms, who earned a Super Bowl ring with the Tampa Bay Buccaneers in Super Bowl XXXVII (2003), also talked with the kids about making healthy and active choices and exercising daily.

Entering year two, the *Art of Living Smart* summer camp is offered to Indianola youth through Delta Health Alliance's Indianola Promise Community summer camp program. Funding for the IPC summer camps is provided through financial support from the Office of Rural Health Policy (HRSA).

The mission of the ***B. B. King Museum and Delta Interpretive Center***, a 501(c) (3) non-profit organization, is to empower, unite and heal through music, art and education and share with the world the rich cultural heritage of the Mississippi Delta. The vision is to inspire hope, creativity, and greatness.

Additional Photos:



### ***Let's Move! Museums and Gardens***

#### ***Run! Jump! Fly! Adventures in Action*** **Minnesota Children's Museum**

Featuring the theme of action adventures popular in children's books and movies, *Run! Jump! Fly! Adventures in Action*<sup>™</sup> inspires young people to get physically active. Minnesota Children's Museum's national traveling exhibit invites visitors to step into scenes right out of action adventure stories and jump into action star training – playful activities kids can do to build strength, coordination, balance and endurance. Visitors climb a canyon wall, balance on a “snow” or “surf” board, pedal “flycycles” and practice kung fu stances.

*Run! Jump! Fly!* encourages visitors to try activities that may be new to them while also revisiting familiar activities. Cultural spotlights and real-life examples of young people who are passionate about the activities further encourage visitors to get into action. As they move through the exhibit, kids and adults merge their imaginations with real physical activity. Along the way they gain ideas for becoming more active in everyday life.



Balance Boards



Flycycles

## Announcements

- The Association of Children's Museums has signed on as a partner organization for Nickelodeon's 8<sup>th</sup> Annual World Wide Day of Play. As part of World Wide Day of Play, Nickelodeon goes off air for three hours encouraging kids to get up, go out and go play. They partner with hundreds of organizations across the country (and the world, through our international channels), in hosting events in local communities in celebration of healthy, active play. Nickelodeon is also partnered with the First Lady's **Let's Move!** initiative. Therefore, children's museums who fold their events into Nickelodeon Worldwide Day of Play, would also be supporting the **Let's Move!** initiative.

## Let's Move! Institutions

- As of 3:00 pm on Wednesday, July 6, 369 institutions had signed up in 48 states. [Click here](#) to view the list of the institutions on the IMLS Web site.

- Participating institutions by type:

1	Aquarium
2	Anthropology Museum
64	Arboretum/Botanic Garden/Public Garden
31	Art Museum/Center/Sculpture Garden
<b>112</b>	<b>Children's or Youth Museum</b>
10	Ethnically/Culturally/Tribally Specific Museum
11	General or Multi-disciplinary Museum (several subjects)
2	Hall of Fame (e.g., music, sports, entertainment, media)
11	Historic House
13	Historic Site/Landscape
39	History Museum
6	Historical Society
1	Military Museum/Battlefield
6	Nature Center
9	Natural History Museum
17	Science/Technology Center/Museum
25	Specialized Museum (single topic/individual)
1	Transportation Museum (air & space, auto, maritime, train)
1	Visitor Center/Interpretive Center
7	Zoo/Animal Park
<b>369</b>	<b>Total</b>

- Participating institutions by priority

### **Priority #1: Eat healthy, get active exhibits**

127	We will do this.
195	We currently do this.
23	Not applicable to our institution.
345	Total

### **Priority #2: Learning about healthy food choices and physical activity through afterschool, summer and other programs**

115	We will do this.
194	We currently do this.
24	Not applicable to our institution.
333	Total

### Priority #3: Healthy food service

38 We will do this.  
101 We currently do this.  
171 Not applicable to our institution.  
310 Total

### Priority #4: Eat healthy, get active exhibits

61 We will do this.  
33 We currently do this.  
193 Not applicable to our institution.  
287 Total

## Media and Social Media Mentions

### Newspapers

Attached is a PDF with an assortment of newspaper articles printed and posted online this month.

### Blogs

*Let's Move! Museums & Gardens* was the topic of the following blog posts this month:

- *Tree Talk*: [Morton Arboretum Signs on as a 'Let's Move Garden](#)
- *A Celebration of Women*: [Let's Move says: Happy Memorial Day!](#)
- *Art Advocacy for Educators*: [Artists and Jocks – Unlikely Allies?](#)
- *Obama Foodorama*: [First Lady Hosts Spring Kitchen Garden Harvest Event](#)
- *Bre McGee*: [SHM Brings DC to STC](#)
- *UMLAUF Sculpture Garden & Museum*: [Proud to be a Let's Move! Museum!](#)
- *Museum L-A*: [Duathlon of Historic Proportion](#)

### Twitter

A sampling of tweets from the month of June:



@[my2greenthumbs](#): Announcing **Let's Move! Museums** and Gardens | **Let's Move!** <http://bit.ly/jJkml5>



[blueberry411](#) Things we like: **Let's Move Museums** and Gardens teaches kids to think dynamically about food & health [Announcing Let's Move! Museums and Gardens | Let's Move!](#) - letsmove.gov



: Did you know that Pueblo Grande Museum is part of the national "Let's Move!"- **Museums and Gardens** initiative? With...[First Lady and American Indian Kids Plant White House Kitchen ...](#) - letsmove.gov



@**Minnetrista** We're joining **Let's Move! Museums and Gardens**, an initiative of First Lady Michelle Obama : [t.co/JWmMETw](http://t.co/JWmMETw)



@**deCordovaSPandM**: DeCordova is now a participating Museum in Michelle Obama's new partnership with the **IMLS** initiative "Let's Move Museums and Gardens."



@**BBCMMilwaukee** BBCM has officially been acknowledged as a **Let's Move! Museum!** This initiative, launched by Michelle Obama, is...  
[http://www.facebook.com/photo.php?pid=7277659&l=7d6d621f50&id ...](http://www.facebook.com/photo.php?pid=7277659&l=7d6d621f50&id...)



[American Association of ...](#) This seems like a perfect fit for **Lets Move! Museums & Gardens**. [Farm to Table comes alive at Norris museum » Knoxville News ...](#)

## Facebook

A sampling of mentions from the month of June:



[Naples Botanical Garden](#)



[Lansing Historical Museum](#)



[Montgomery Museum of Fine Arts](#)



[Denison Pequotsepos Nature Center](#)



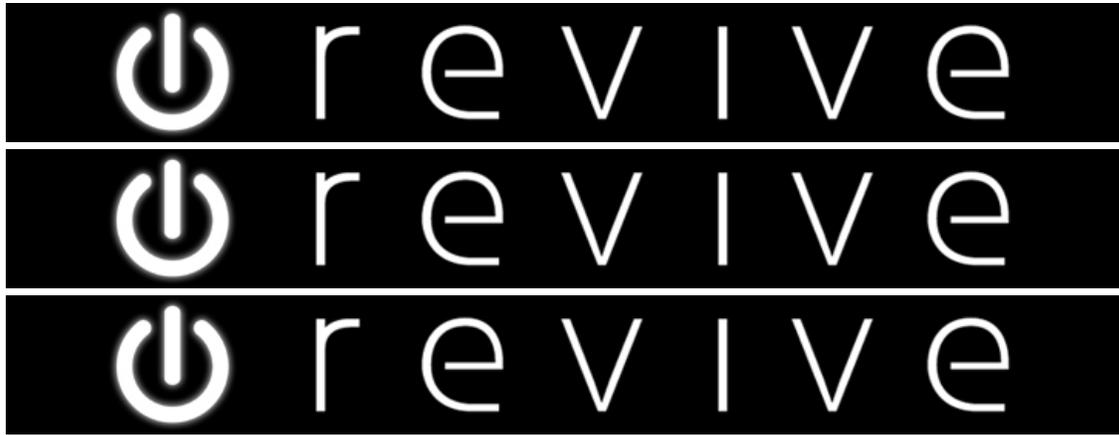
[Delaware Art Museum](#)



[National Museum of Dentistry](#)

Other

*Video: CBS News Pittsburgh: [Heinz History Center 'Steps Up' Exhibits](#)*



## ••• Buzz

### Phipps is on the forefront of a new White House initiative for kids

WEDNESDAY, JUNE 01, 2011

RELATED TAGS

[ARTS AND CULTURE](#), [KIDSBURGH](#)

Let's Move! Museums and Gardens is a new White House initiative that heralds the work done by museums across the country--like Phipps Conservatory and Botanical Gardens--to stretch the imaginations of our youth.

Read it on the [Let's Move!](#) blog.

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## ***First Lady and IMLS Announce Let's Move! Museums & Gardens***

May 27, 2011 - This week, First Lady Michelle Obama and Institute of Museum and Library Services (IMLS) Director Susan Hildreth announced the launch of *Let's Move! Museums & Gardens*. The national initiative will provide opportunities for millions of museum and garden visitors to learn about healthy food choices and will promote physical activity. Activities will include interactive exhibits, afterschool, summer programming and cafeterias that help educate young people on how to make healthy food choices and be physically active.

The initiative was originally developed through a collaboration among the American Association of Museums, the Association of Children's Museums, and the American Public Gardens Association, and has now been broadened to include, the Association of African American Museums, the Association of Art Museum Directors, Association of Science-Technology Centers, American Association for State and Local History, Association of Zoos and Aquariums, and the Center for the Future of Museums.

Ford W. Bell, President, American Association of Museums, said in a press release, "*Let's Move! Museums & Gardens* is a terrific example of the role that museums can play in addressing societal challenges and devising strategies to shape a better tomorrow."

Additional information about the initiative is available on the IMLS [website](#).

Related content: [IMLS](#)

### **More from News**

Jun 2, 2011: [U.S. Department of Education Releases FY 2011 Funding Detail](#) Agency given broad discretion for account allocations under final spending agreement

Jun 2, 2011: [Rep. Rush Holt Leads Fight to Restore Title VI/Fulbright Hays Funding](#) House Members urge appropriators, Education Secretary Arne Duncan, to maintain funding for International Education programs

Jun 2, 2011: [Dept. of Education Cancels FY 2011 FIPSE Comprehensive Program](#) More than \$20 million in awards estimated for 2011 competition

Jun 2, 2011: [IMLS Releases Statement on the FY 2011 Budget](#) Agency reallocates program, administrative funds to accommodate cuts

May 27, 2011: [NHA and AAU Hold Hill Briefing on the Humanities in the 21st Century](#) 60 attendees gather at US Capitol Visitors Center