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FOR IMMEDIATE RELEASE

Louisiana Children's Museum Brings Nationally-Recognized Art Educators to Students in the Lower Ninth Ward

New Orleans, LA, October 25, 2007 – Artrain USA, *America's Hometown Art Museum*, has sent five teachers to work with students in New Orleans through an art immersion program. This renowned staff is connecting with children based on Artrain USA's current touring exhibit *Native Views: Influences of Modern Culture*. Students at Dr. Martin Luther King Jr. Charter School for Science and Technology are spending three days with the Artrain educators through the Louisiana Children's Museum's outreach program, Play Power.

From October 24 through October 26, Play Power students explore the influence of popular culture on themselves as well as artists, the Native American connection to the natural world and the impact of technology. The multi-day immersion program incorporates classroom lessons and interactive projects, giving children different ways to explore and connect with Native American art and culture.

On Saturday, October 27, Artrain USA moves to the Louisiana Children's Museum at 420 Julia Street for a day of demonstrations. The artists will set up various media in Art Trek, LCM's working art studio, and illustrate different processes of creating their work. LCM visitors will have opportunities to interact with the artists throughout the day.

Artrain USA is a nonprofit organization with the mission of enriching lives and building communities through the arts. The touring exhibit *Native Views: Influences of Modern Culture* will be in Clarksdale, MS from October 30 through November 4.

Play Power is an outreach program of the Louisiana Children's Museum that has reached over 6,000 children across six parishes since December 2006. Created by the Children's Museum of Manhattan and incorporating lessons learned through their role after Sept. 11, 2001, Play Power empowers children to grow, learn and heal through play. Development of this program, originally entitled "Play Helps", was generously funded by the Toy Industry Foundation. Continued support has been provided by The Meraux Foundation, Chevron, Starbucks, The Templeman Foundation, The Salvation Army and America's Promise.

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