

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

‘WHAT’S UP, DOC?’ CHUCK JONES FAMILY DAY AT MUSEUM OF THE MOVING IMAGE

Free admission for children 12 and younger, cartoons on the big screen, animation workshops, family scavenger hunt with prizes, and more

Saturday, October 18, 2014, 12:00 to 4:00 p.m.

New York, New York, September 10, 2014—Bugs Bunny, Daffy Duck, Wile E. Coyote, and the Road Runner are among the beloved characters that feature in some of the most memorable cartoons produced by Chuck Jones and his collaborators at Warner Bros. The legendary animation director is the subject of *What’s Up, Doc? The Animation Art of Chuck Jones*, a major Smithsonian exhibition currently on view at Museum of the Moving Image. On Saturday, October 18, from 12:00 p.m. to 4:00 p.m. the Museum will present a **Chuck Jones Family Day** with added programs for children of all ages, including free admission for visitors ages 12 and younger, animation activities and workshops led by teaching artists, a family scavenger hunt, family-friendly introductions to the exhibition, screenings of Chuck Jones cartoons in the Redstone Theater, and more.

"The cartoons created by Chuck Jones have delighted children and adults for decades," said Christopher Wisniewski, Deputy Director for Education and Visitor Experience. "At the Museum's Chuck Jones **Family Day**, kids and **families** will get a chance to see some of the greatest cartoons ever made on the big screen, discover the creative process that went into them, and use Jones's work as inspiration for their own animations. It'll be a fun-filled **day** that will take kids from Saturday morning cartoons to Saturday afternoon cartoon making."

On this day, Museum admission is FREE for kids ages 12 and under (children must be accompanied by an adult). Admission for adults is \$12 (\$9 for senior citizens and students). Museum members receive free admission. For more information about membership and to join, visit <http://movingimage.us/support/membership>.

The Chuck Jones Family Day features:
12:00 to 4:00 p.m.

Animation Takeover of the Moving Image Studio

This super-sized version of the Saturday drop-in studio will feature activities related to character design, hand drawn animation, stop-motion animation, and more (first-floor

Digital Learning Suite)

12:00 to 4:00 p.m.

Family-friendly exhibition introductions

At the top of each hour, Museum educators will provide a lively introduction to the exhibition *What's Up, Doc? The Animation Art of Chuck Jones* (third floor) for young visitors and their families (last introduction begins at 3:00 p.m.)

Family scavenger hunt

Using an activity sheet given out at admissions (while supplies last), young visitors can search for clues and answers throughout the Chuck Jones exhibition. Those who complete the hunt will be entered into a raffle to win a prize, the Chuck Jones Edition Blackwing 602 Pencil Set (three winners will be announced at 2:30 p.m.)

12:00 and 1:15 p.m.

Screening: Chuck Jones cartoons

A selection of six Chuck Jones cartoons will be shown in the Redstone Theater (first floor) so visitors can experience these cartoons as they were originally intended—on the big screen (approx. 40 mins.).

12:00 to 3:00 p.m.

Chuck Jones Family Lounge

Families can enjoy a snack and take special Chuck Jones themed photos to commemorate the day, in the Fox Amphitheater (first floor)

In addition to the above activities, visitors are welcome to explore the *Behind the Screen*, the Museum's dynamic core exhibition about how movies and TV shows are made, marketed, and shown (second and third floors). Among the objects on display are hundreds of toys and other licensed merchandise from *Star Wars* and *Star Trek* and other film and television productions; classic video arcade games; costumes and masks; stations for creating short animations, dubbing voices into famous film clips, experimenting with sound effects; and more.

What's Up, Doc? The Animation Art of Chuck Jones is on view at Museum of the Moving Image through January 19, 2015. It features 23 of Chuck Jones's animated films, a short documentary and an interactive experience—both of which give insight into the animation process—and 136 original sketches and drawings, storyboards, production backgrounds, animation cels, and photographs that reveal how Jones and his collaborators worked together to create some of the greatest cartoons ever made. In addition to the cartoons Jones made for the Warner Bros.'s Merrie Melodies and Looney Tunes series, the exhibition explores his collaborations with author Theodor Geisel on the enduringly popular television specials *Dr. Seuss' How the Grinch Stole Christmas* (1966) and *Horton Hears a Who!* (1970); films that featured the hapless

animated character Private Snafu, made for the U.S. Army during World War II; the Oscar®-winning public health film *So Much for So Little* (1949); and the television special *Rikki-Tikki-Tavi* (1975), based on a story by Rudyard Kipling.

The exhibition is a partnership between the Smithsonian Institution Traveling Exhibition Service, the Academy of Motion Picture Arts and Sciences, the Chuck Jones Center for Creativity, and Museum of the Moving Image. After debuting at the Museum, the exhibition will continue on a national tour through 2019.

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MUSEUM INFORMATION

Museum of the Moving Image advances the public understanding, enjoyment, and appreciation of film, television, and digital media. In its expanded and renovated facility in New York City—acclaimed for accessibility and bold design—the Museum presents innovative interactive exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and dynamic education programs. The Museum maintains the nation's largest and most comprehensive collection of artifacts—more than 130,000 artifacts—relating to the art, history, and technology of the moving image. More information is available at movingimage.us.

Hours: Wednesday-Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday-Sunday, 11:30 a.m. to 7:00 p.m. **Holiday hours:** The Museum will be open Monday, October 13 for the Columbus Day holiday.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Tickets for regular film screenings are included with paid Museum admission and free for members.

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3-12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m. Tickets for special screenings and events may be purchased in advance by phone at 718 777 6800 or online. **On Saturday, October 18, children 12 and younger receive free admission.**

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.

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