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CELEBRATE "FESTIVAL OF COLORS" AT LONG ISLAND CHILDREN'S MUSEUM

Holi Traditions Explored During April 14 Multi-Sensory Festival

Long Island Children's Museum invites visitors to "Celebrate Holi!," a holiday focused on welcoming spring and all its beautiful colors on Sunday, April 14 (11 a.m.-4 p.m.). This festive holiday, which originated in India, is devoted to celebrating the arrival of spring, meeting others, enjoying play and laughter and forgiving and forgetting. Celebrate Holi! is supported by the Guru Krupa Foundation and JP Morgan Chase & Co.

"We look forward to a wonderful celebration of Holi for the whole community to enjoy," says LICM President Erika Floreska. "LICM cultural programs have always served as an invitation; welcoming families to learn *from* and *about* each other's traditions. We know that this colorful celebration will be appreciated by all our visitors and create a long-lasting memory for all visitors."

During the celebration, families unfamiliar with this exuberant holiday will have the chance to learn alongside those who celebrate annually. Visitors will learn why the holiday is known as the "Festival of Colors" as they take part in the tossing of colored powders made from flowers (known as *gulal*) on each other. This outdoor activity creates a human mosaic, representing all the colors seen in spring. Color tosses are scheduled at 12:30 and 2:30 p.m. Visitors are encouraged to wear white clothes for the color toss.

Celebrate Holi! activities include:

- Performances of classical and folk dances by Srijan Dance Company, based on mythological Indian stories.
- Participating in a live rangoli design project, led by Dr. Anju D. Modak, to learn about this traditional artform as they help finalize her rangoli design and make a take-home version of their own using *dal* (lentils).
- Tasting the sweet and savory traditional foods enjoyed during Holi.

- Decorating a 5-foot papier-mâché elephant - Children and families will add adornment to the elephant, the symbol of intellect and wisdom in Indian mythology.
- Creating Krishna masks – Children will learn about Krishna, the god of love and devotion and the most famous of all the heroes of Hindu mythology.
- Traditional Holi Clothing Exhibit- Photos of Holi Festivals and costumes from different parts of India will be on display at the Children’s Museum.

Central to the Children’s Museum’s mission is its role as a community gathering place, where all families can learn about the cultural traditions of each other in an educational, inclusive space. LICM’s programming reflects the changing demographics of the region to ensure that all neighbors feel welcome and represented.

The Museum has hosted a variety of cultural festivals over the years, including Lunar New Year, Diwali, Vietnamese Mid-Autumn Festival, a celebration of Korean Culture and a Native American cranberry harvest. All activities and performances at the Holi Festival are included with museum admission.

About the Long Island Children’s Museum (www.licm.org)

The mission of Long Island Children’s Museum (LICM) is to connect all our communities’ children, and those who care for them, to a life of wonder, imagination and exploration. At LICM, children discover their passions and their relationship to the world we share. The 40,000-square-foot museum serves over 300,000 children and adults annually. The private, not-for-profit institution chartered by the New York State Board of Regents, offers museum-based educational programs and cultural experiences, as well as an extensive community outreach program offered in schools, libraries and youth centers across Long Island. Additionally, the Children’s Museum operates the historic Nunley’s Carousel in association with Nassau County, one of three intact Stein & Goldstein carousels still in existence.

Recognized with several honors, including the National Medal from the Institute of Museum and Library Services (IMLS), LICM is accredited by the American Alliance of Museums (AAM), the gold standard of museum excellence. It is currently the only accredited children’s museum in New York State and is one of only 16 accredited children’s museums nationwide. LICM has earned 4-stars on Charity Navigator and has Platinum Transparency on Candid.

Photo Captions

Swirls of Color – Srijan Dance Company members will demonstrate classic dances performed during Holi festivals at Long Island Children’s Museum.

Holi at LICM – Celebrate the Festival of Colors.

Get colorful at LICM – A centerpiece of any Holi celebration is a color toss. Two color tosses will take place during LICM’s celebration (12:30 & 2:30 p.m.)