

# News Release

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## FOR IMMEDIATE RELEASE

**DATE:** May 26, 2020  
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### **Jackson Hole Children's Museum's 8<sup>th</sup> Annual Touch-A-Truck**

**Jackson, WY** – The Jackson Hole Children's Museum's Touch-A-Truck event has become a Jackson Hole tradition; a fun family event that marks the beginning of summer and brings families together from around our community to connect and explore local trucks. This year, due to the Covid-19 pandemic, a large in-person event did not seem safe or appropriate. After careful consideration, the JHCM board of directors and staff decided to transform the Touch-A-Truck event rather than cancel it.

“More than ever, the families of our community are in need of support; in need of something to look forward to amidst the sea of cancellations.” said Jenn Dawes JHCM Board President. “After many months of social distancing and the struggles of balancing home-schooling and work, parents are looking for an outlet for their children and a way to reconnect. Touch-A-Truck seemed like the perfect opportunity to provide a variety of fun and enriching opportunities for the youth of our community.”

Looking to provide all of the discovery and connection of Touch-A-Truck in a safe environment, Jackson Hole Children's Museum is offering three weeks of online programming leading up to a live Touch-A-Truck parade that will travel through town and several local neighborhoods.

JHCM's 8th annual Touch-A Truck started the week of May 18th with truck-tour videos airing on the JHCM

website and Facebook page. Families can tune in from the comfort of their home to explore their favorite local trucks and sit in the driver's seat, learn how they run, and see them in action. Have you always wanted to fly in a Search & Rescue helicopter or get an inside view of all the JH Airport fire trucks? This is your chance!

Jackson Hole Children's Museum specializes in hands-on creativity and design. In this age of digital overload, the Kids' Truck Building Challenge hopes to engage local kids to use their creativity and imagination to build their own truck creation.

“We want your kids to tap into their inner engineer and artist to create their own truck. Pull out the cardboard and glue gun and get messy. This is an opportunity for families to work together to make a masterpiece and share it with the community.” says JHCM Executive Director Ethan Lobdell. “We’ve tailored our weekly online programming to support these creative efforts.”

The grand finale Touch-A-Truck Parade will take place on Sunday, June 7th and can be viewed from the safety of your neighborhood. Thanks to the help of local businesses and first responders, instead of coming to see the trucks, the trucks will come to you. The parade will start at 11 am near the Town Square and travel throughout the Town before heading south to tour the South Park area, Melody Ranch and Rafter J. Parade route and time estimates are available on the JHCM website.

“Our community has come together through this difficult time to support each other and those most in need. Amidst the struggle, this has been a silver lining.” remarked Lobdell “Emergency responder vehicles will be highlighted in the parade and we hope that families will come out to enjoy the parade and show their appreciation to those who serve and protect our community every day.”

Touch-a-Truck is made possible by a long list of supporters, including the event's lead sponsors the Bank of Jackson Hole and the Jackson Hole Airport.

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### **About Jackson Hole Children's Museum**

*Play. Create. Explore. Discover.* At the Jackson Hole Children's Museum, we encourage families to examine the world together through interactive, hands-on exhibits and educational programs in the arts, sciences, literature, and history. Our goal is to help children and grown-ups of all ages build a love of learning through collaborative play and creative problem-solving in a nurturing environment.