



THE MUSEUM OF TOLERANCE

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FOR IMMEDIATE RELEASE

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NEW EXHIBIT AT THE MUSEUM OF TOLERANCE:
THE POWER TO PLAY—FROM TRASH TO TREASURE

On **September 13, 2009**, the Museum of Tolerance (MOT), in partnership with the ChildFund International (formerly Christian Children's Fund), will open a new exhibition, *The Power to Play—From Trash to Treasure*. The exhibit will run through **December 31, 2009**. **The Museum of Tolerance is located at 9786 West Pico Boulevard (corner Pico and Roxbury Drive), Los Angeles.**

The concept for the exhibition began in 2000 when a child in Kenya presented the ChildFund International staff with a toy boat assembled from makeshift items. In their travels, staff members found that children around the developing world shared that same playful imagination and resourcefulness. Thus came the inspiration to collect and preserve these amazing pieces. So far, the ChildFund International has collected more than 300 toys constructed by children throughout the world using found and discarded items, turning trash into treasure. *The Power to Play* shows that no matter what tribulations children may experience – famine, war, poverty, and sickness – they maintain their indomitable spirit, their desire to imagine, to create and to play. The exhibition is also a lesson in conservation, recycling and appreciating what we have.

Some of the over 130 pieces from Asia, Africa and the Americas to be displayed include:

- a snake made out of bottle caps held together by wire, made in Guatemala
- soccer balls made from used plastic bags wrapped in twine, made in Kenya
- trucks made from plastic bottles or wood scraps, made in Dominica

Special events and programs for *The Power to Play* are being planned. Free with paid admission to the MOT. To learn more, contact 310-772-2452.

The Power to Play will be on exhibit in the MOT's Youth Action Lab that was funded, in part, by the Jewish Community Foundation of Los Angeles. Jakks Pacific, Inc. and Ralphs Grocery Co. are lead sponsors of the exhibition. Additional support comes from UPS and Green Toys Inc.. For more information, contact the MOT's public relations department, 310-553-9036.

89.3 FM KPCC is the Official Media Sponsor of The Power to Play.

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PRESS INFORMATION

Children's Creativity Shines In Traveling Toy Exhibit

In celebration of 70 years of helping children, ChildFund International will share a collection of more than 350 handcrafted toys at major museums and other high-profile locations across the U.S. Children from Africa, Asia and the Americas used locally available materials and their imaginations to create toys in all shapes and sizes that roll, float, pedal or strum.

The collection of toys demonstrates that children who are deprived, excluded and vulnerable have an amazing ability to face adversity with creativity and passion. Whether creating a toy boat from an old flip flop, a soccer ball from plastic grocery bags, kites from recycled plastic and string or a truck from an empty spray can, children have a remarkable power to play.

ChildFund International has long

recognized play as essential to childhood development. The toy collection shows that no matter what tribulations children experience — famine, war, poverty, sickness — they maintain their indomitable spirit, their desire to imagine, to create and to play.

The toy exhibit reflects ChildFund's belief that the well-being of children leads to the well-being of their families, their communities and the world.

For more information about the toys, please visit ChildFund.org

TOY EXHIBIT SCHEDULE

ChildFund will share the toy collection from around the world in major U.S. locations including:

July 1 – Aug. 1

Children's Museum; Boston, MA

July 6 – 9

InterAction Forum; Washington, DC

July 10 – Aug. 21

Page Bond Gallery; Richmond, VA

Sept. 13 – Dec. 31

Museum of Tolerance; Los Angeles, CA

Aug. 3 – 30

National Press Club; Washington, DC

Sept. 28 – Dec. 4

Children's Museum; St. Paul, MN

Jan. – March 2010

Bremen Museum; Atlanta, GA



The Power to Play—From Trash to Treasure



Edward – Seated Figures

My name is Edward, and I am 10 years old. I live in Zambia, and I am in the fourth grade. Books are my favorite things because I learn a lot from reading. I was inspired to make my sculpture by a picture taken of the desks in my school. Three people usually share our desks, but I feel it is easier to write with only two people at each desk.

I made the desk and people out of wires and carefully wrapped them with plastic papers to create their shapes.

I want to be a teacher when I grow up and teach students in a classroom with desks.



Joel – Coke Can Car



My name is Joel, and I live in the Philippines. When I grow up, I want to become an engineer. I spend every afternoon at the sea coast with my friends looking for empty tin cans and plastic water bottles. We use our imaginations and creativity to turn the cans and bottles, along with other scrap materials we find, into pull toys.

Transportation is a major problem in my community. The roads here are mostly unpaved, narrow, winding and rocky with large boulders. The roads are only passable 5 times a day by jeepneys (modified version of U.S. WW II military jeep) and tricycles. The Pacific Ocean stretches out on one side of the roads while steep mountain cliffs border the other. Huge potholes also make the roads difficult to drive on.

I dream of being able to travel more comfortably to and from my home. I look forward to the day when cars and other forms of transportation can come and go with ease.





THE MUSEUM OF TOLERANCE

The Power to Play—From Trash to Treasure

September 13--December 31, 2009

Photo information

MANDATORY CREDIT: "Photo: Marissa Roth. Courtesy Simon Wiesenthal Center"



Power to Play 09a

Snake

Maria Alicia, *Guatemala*

This snake is made from hundreds of bottle caps and string. It has a painted wooden tail and head.



Power to Play 09b

Hand Puppet

Roma, *India*

This puppet is made from fabric, thread, gold trim, beads and a plastic bottle. The fabric covers the bottle used for the head. Marker and paint are used to create the facial features.



Power to Play 09c

Soccer Ball

Jose, age 10, *Mexico*

This ball is made from pieces of plastic bottles sewn together with pink thread and is colored with markers.



Power to Play 09d

Figures on a Bench

Edward, Age 10, *Zambia*

This piece was made from plastic bags, copper wire, cardboard and flip-flop foam for the figures' heads.



Power to Play 09e

Stuffed Animal

Unknown maker, *Ethiopia*

This stuffed animal is made from a twill fabric and yarn.



Power to Play 09f

Doll

Natali, age 7, *Bolivia*

Natali made this doll from a box, cardboard paper, paper napkins and white tape. It has cotton as hair and 4 syringes as arms and legs. Natali named the doll for her grandfather Luis.



Power to Play 09g

Radio and CD Player

Unknown maker, *Gambia*

This toy is made out of a painted cardboard box, with black marker writing, a plastic box handle, metal antenna and bottle caps as knobs. It includes a paper CD to insert in the CD slot.



Power to Play 09h

Car

Joel, *Philippines*

This car is made from a Coke can and string with metal rods for axles and cut-out flip-flop wheels.



Power to Play 09i

Sail Boat

Unknown maker, *Philippines*

This boat is made from wood, fabric, thread, sticks, fishing line and nails.



Power to Play 09j

Guitar

Jose, age 8, *Mexico*

This guitar is made from cardboard and red paper with red thread for strings.



Power to Play 09k

Dump Truck

Jose, Age 9, *Angola*

This car is made from aluminum 'Fruta' juice cans, plastic bottle caps, wood, wire and gears.