Local businesses support Ten Days of Play at the Berkshire Museum

They answered the query “How do you play?”

[Pittsfield, Mass.] - Local businesses and individuals are joining the fun and answering that all-important question, “How do you play?” in support of Ten Days of Play at the Berkshire Museum, happening now through Sunday, February 26. The Museum’s Engagement Team has been making videos at area businesses, from Guido’s Fresh Marketplace to Blue Q, where staffers have been indulging in some favorite games, pastimes, and hijinks. The videos are being shared via Facebook for everyone to enjoy; visit the Berkshire Museum Facebook page to see all the participants.

In addition to our friends at Guido’s and Blue Q, the other participants are State Senator Adam Hinds, local author Ty Allan Jackson of Big Head Books, Berkshire Bank, architects Tessa Kelly and Chris Parkinson of ARCADE, Café Namaste, Pittsfield Cooperative Bank, and Bousquet Ski Area.

As well as being in a video, Greylock Federal Credit Union and Greylock Insurance Agency played their part by sponsoring the free Community Night that kicked off Ten Days of Play on Friday, February 17, when more than 300 kids and families enjoyed creative play throughout the Museum.

The annual Ten Days of Play at the Berkshire Museum continues through Sunday, February 26, as kids play, create, improvise, and learn. Celebrating the fifth year for this popular event, this innovative opportunity for child-directed play is included with regular Museum admission and is available daily from 11 a.m. to 3
p.m. and noon to 3 p.m. on Sundays. **Ten Days of Play** is part of Pittsfield’s 10x10 Upstreet Arts Festival.

This year the **Ten Days of Play** festival has expanding throughout the Museum! The Crane Room once again is transformed by children’s imaginations, the perfect place for kids to play, create, improvise, and learn! An exciting array of modular building toys offers visitors the opportunity to flex their creative muscles. Kids can enjoy a bountiful LEGO® station, explore color and gravity at the Tegu magnetic block station, stack structures with Bilderhoos, and innovate with the big blue blocks of the Imagination Playground.

**Ten Days of Play** features new interactive activities for early learners in LAB 102 and dramatic puppet play in the Berkshire Backyard gallery. The brand new Tinker Lab in the Feigenbaum Hall of Innovation offers curious kids the opportunity to take apart familiar household objects to see what makes them work!

“**Ten Days of Play** inspires kids to recognize, explore, and express their natural play instincts through this celebration of child-directed activity,” says Craig Langlois, Berkshire Museum’s chief experience officer. “We’re doubling down this year to make play accessible and engaging for the entire family.”

Our program partners provide exciting modular toy systems that inspire kids to create. Pley provides the LEGO station; the architectural building components are from Bilderhoos; and Tegu offers the colorful magnetic wooden blocks. The Imagination Playground™ is generously provided by Dr Pepper Snapple (DPS) and national non-profit KaBOOM!

**10 Days of Play** is part of Pittsfield’s annual **10x10 Upstreet Arts Festival**, coordinated by the City of Pittsfield Office of Cultural Development and sponsored in part by Berkshire Gas. For complete details, visit [www.discoverpittsfield.com/10x10](http://www.discoverpittsfield.com/10x10).
About the Berkshire Museum
Located in downtown Pittsfield, Massachusetts, at 39 South St., the Berkshire Museum, a Smithsonian Affiliate, is open from 10 a.m. to 5 p.m. Monday through Saturday, and noon to 5 p.m. on Sunday. Admission is $13 adult, $6 child; Museum members and children age 3 and under enjoy free admission. For more information, visit www.berkshiremuseum.org or call 413.443.7171.

In association with the Smithsonian since 2013, Berkshire Museum is part of a select group of museums, cultural, educational, and arts organizations that share the Smithsonian's resources with the nation.

The Berkshire Museum integrates science, history, and the arts in dynamic educational and engaging programs and exhibitions for visitors of all ages. The Curiosity Incubator is now on view. Tell Me More ... Time and Travel, Extreme Exploration, and Art of the Armament is on view through April 30, 2017. The Science of Color is on view through April 30, 2017. Little Cinema is open year-round. Lab 102, Feigenbaum Hall of Innovation, Worlds in Miniature, Aquarium, and other exhibits are ongoing.

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