



DISCOVERY WORLD

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**Contact:** Paul Fladten

Tel. 262.745.6754

[pfladten@discoveryworld.org](mailto:pfladten@discoveryworld.org)



**Let's Get  
Curious!**

**Curious George™: Let's Get Curious!**

**at Discovery World**

**May 17 – August 31, 2025**

**Milwaukee, WI** — The insatiable curiosity of Curious George – the little monkey who has captured the imagination and hearts of millions of children and adults – comes to life May 17, 2025, at Discovery World. The new exhibit, *Curious George: Let's Get Curious!*, will introduce young children to Curious George's world and lead visitors on a fun, meaningful interactive math, science and engineering-based adventure.

"Hands-on exploration inspires curious minds, and this exhibit is designed to fuel that during a critical stage of development," said John Emmerich, President & CEO of Discovery World. "By engaging in playful science and math activities, children can make real-world connections, build problem-solving skills, and experience those 'Aha!' moments that turn wonder into lifelong learning."

Based on the familiar characters in H.A. and Margret Rey's classic stories published by Houghton Mifflin, the new Curious George exhibit inspires young children's natural curiosity as they explore early science, math and engineering through hands-on interactive play. The immersive exhibit environment takes place in the neighborhood where Curious George lives with his friend, The Man with the Yellow Hat. Guests will recognize familiar characters and places featured in the classic stories and the television series produced by Imagine Entertainment, WGBH Boston and Universal Studios Family Productions that launched on PBS KIDS.

The exhibit's content is based on educational standards developed by Minnesota Children's Museum and an expert advisory panel to the PBS KIDS series, as well as national science and math standards for young children. Designed, developed and built by Minnesota Children's Museum in partnership with Universal Studios Consumer Products Group, *Curious George: Let's Get Curious!* has toured across the country.

**Inside the Exhibit:**

**Apartment Building**

Operate wheels to move George on pulleys from window to window. Climb the fire escape and climb inside to play with color, light and shadow.

**Sidewalk Produce Stand**

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Play customer or salesperson and explore shape, sorting, weighing and counting with fruit and vegetables.

### **Construction Site**

Design a building, make use of a bounty of building materials and get to work constructing different structures and using machines to move materials.

### **City Park**

Enjoy the urban green space: rest or give a hug to a full-size George and take a picture! Our youngest visitors will enjoy our busy wall activities for babies and toddlers.

### **Mini Golf**

Use pipes, ramps, funnels, turntables, bumpers and force to experiment with physics and engineering as you putt through three holes of mini golf.

### **Space Rocket**

Step up to the rocket Curious George took on his space adventure! Pose for a picture with George in his space suit and e-mail it home.

### **Farm**

Take a vacation to the country and visit the farm. Experience cause and effect and use wind power to move yard art like whirligigs, windmills, windsocks, and wind chimes. Build your own whirligig and care for the farm animals.

### **Museum Within the Museum**

Learn new things about George when you visit the Museum within the Museum. Follow H.A. and Margret Rey's work, the escape from France to safety during World War II that saved the Curious George manuscript, and Curious George throughout the years.

### **About Discovery World**

Imagine a world where curiosity comes to life and seeing the world differently is just an "Aha!" away. Discovery World is an extraordinary experience devoted to sharing the wonders of science and igniting a love of endless exploration. Nestled on the shores of Lake Michigan, Discovery World is Wisconsin's premier science museum featuring a world-class aquarium, hands-on interactive exhibits, and immersive educational experiences.

More at [discoveryworld.org](https://discoveryworld.org)