

FOR IMMEDIATE RELEASE
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FETCH! Challenge Lab Opens at the Highlands Museum & Discovery Center

ASHLAND – Friday night, January 5 from 6-7, the Highlands Museum & Discovery Center opens a new **FETCH! Challenge Lab**. Equipped with challenges for 6-10 year olds, the lab mimics the challenges featured on both the new PBS show **FETCH!** with Ruff Ruffman™ and its companion web site: <http://pbskids.org/fetch>.

FETCH, starring Ruff Ruffman, the animated canine host, is a new public television program developed by WGBH of Boston. The program airs on KET 1 on Fridays at 3:30 pm; KET 2 on Saturdays at 11:30 am; and WV PBS stations on Fridays at 5:30. WGBH is partnering with children's museum and science centers around the country so kids will have the opportunity to try out the show's real-world science activities in their own communities.

FETCH! has three science themes: animals, air and space, and inventions. Part game show, part reality TV and part spoof, FETCH! With Ruff Ruffman features real kids, real challenges, real science, and an unreal animated host—a dog named Ruff Ruffman. The series mixes unscripted live-action with animation and its comical take on America's newest television genre.

Over the next two weeks, visitors can register to win a FETCH! T-shirt, posters, or back-pack tag on opening night. That evening, kids can sign up for FETCH Club and receive a free membership card for special FETCH! activities each First Friday night from 6-7 for six months.

The Highlands has a special colorful space in the Discovery Center which is set up as a science area. Middle and high school student volunteers staff the space and help walk-in visitors with special activities on week-ends, during school breaks, and throughout the summer. FETCH challenges will also be a part of the museum's outreach program which travels the region and appears at Summer Motion and the Ashland Town Center Mall during the year.

The museum is located at 1620 Winchester Avenue. Ashland, KY. Museum hours are 10 a.m. to 5 p.m. Tuesdays through Saturdays and Mondays by appointment. Admission is \$5 for adults, and \$4 for seniors, students and children. Members and children under 2 are free.

For more information, call (606) 329-8888, email
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www.highlandsmuseum.com . Contact: Nancy R. Smith,
Director

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