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Brooklyn Botanic Garden
Brooklyn Children Museum
Brooklyn Museum
Brooklyn Public Library
Prospect Park
Prospect Park Zoo

For Immediate Release

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Monthly activities in the Heart of Brooklyn are easier to find! Redesigned Calendar links activities in the Heart of Brooklyn

January 1, 2003 Brooklyn, New York –To kick off the new year, **Heart of Brooklyn: A Cultural Partnership** between the Brooklyn Botanic Garden, the Brooklyn Children’s Museum, the Brooklyn Museum of Art, the Brooklyn Public Library, Prospect Park Alliance and the Prospect Park Zoo - is pleased to announce the redesign of its monthly calendar of major events at member institutions. The calendar is available at sites around Brooklyn and on line at www.heartofbrooklyn.org.

Find out about all of the exciting things going on in central Brooklyn on one easy-to-read calendar or with one click of your mouse. For information about our education programs and activities, such as the Brooklyn Cultural Adventures Program, a content rich summer camp, or the trolley schedule to transport you from one institution to another, simply look us up on the web, or get a calendar at any of our institutions. Come to the heart on any given weekend and use our guide to plan your visit (a location key lets you know where different activities are happening). Calendars are distributed at all member institutions and key sites around Brooklyn, such as the Brooklyn Marriott, Borough Hall, Community District Offices and local college campuses.

Tupper Thomas, President of the Prospect Park Alliance and the Heart of Brooklyn’s Board commented, “The Heart of Brooklyn calendar is a great tool for Brooklynites. Looking for a day of nature and art? The calendar helps you plan your visit: start with a tour of the Audubon Center, have lunch in the park, then go on to see an exhibit at the Brooklyn Museum. Take the trolley from the Brooklyn Children’s Museum to Grand Army Plaza and visit the Zoo. We want everyone to know that these great cultural, educational and recreational treasures are right here in the Heart of Brooklyn.”

Since its founding last year, Heart of Brooklyn is a unique collaboration that uses the power of partnership to bring even more educational and cultural activities to Brooklyn and raise awareness of the cultural riches that are in right here in Brooklyn. All of the Heart of Brooklyn institutions are in physical proximity to one another, and, on the weekends, the public can ride special free trolleys that link the organizations.

The Heart of Brooklyn Calendar is supported by a grant from the Liman Foundation. Heart of Brooklyn activities are sponsored by the Office of the Borough President, Marty Markowitz, Independence Community Foundation, Robert Sterling Clark Foundation, New York Community Trust, MAT Charitable Foundation, Rush Philanthropic Art Foundation, Bloomberg, New York Marriott Brooklyn, American Document Services, numerous individuals and member institutions.