



For Immediate Release

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Sony Wonder Technology Lab Launches New “Tech for Tots” Workshops for Pre-K Set

--Children Learn to Type Their Way Through the A, B, C's--

NEW YORK (September 9, 2009) – The Sony Wonder Technology Lab, a state-of-the-art, interactive technology and entertainment museum for all ages open free to the public, today announced the launch of “Tech for Tots,” a new series of workshops designed to introduce technology to children ages 3-5 years old.

“Tech for Tots” workshops enable young children and their families to explore technology through fun and engaging interactive activities. Specifically, children discover shapes, colors and letters as they learn the basic functions of a computer, such as clicking a mouse or typing on a keyboard. “Tech for Tots” workshops are led by a member of the Sony Wonder Technology Lab Programs staff and are available free of charge.

“This program is not only a great addition to our current lineup of workshops, but it is a first of its kind,” said Corrine Doron, Program Manager at the Sony Wonder Technology Lab. “It offers an opportunity for early learners to work with their parent or guardian to become accustomed to using everyday technologies.”

“Tech for Tots” workshops are offered each month and can be found on the SWTL events calendar at: www.sonywondertechlab.com/pe-events_workshops.html.

Reservations for up to two children can be made on a first come, first served basis beginning the Monday prior to the workshop by calling (212) 833-7858. Children must

be accompanied by a parent or guardian and space is limited. “Tech for Tots” workshops are best suited for children at a pre-k to kindergarten learning level.

The Sony Wonder Technology Lab offers a number of other educational programs, as well, to complement its permanent exhibits. For early learners, “Family Workshops” combine a children’s movie screening with a creative, hands-on activity that builds upon the themes and lessons from the film. “Tech in the Plaza” events provide kids with the opportunity to dissect various electronics devices and learn how they work from the inside out. For teens and tweens, “Sci-Tech Workshops” explore the science of technology and electronics through creative applications, such as using fiber optics and LEDs to create illuminated artwork or producing a custom digital animation.

NOTE TO EDITORS: Photos are available upon request.

The Sony Wonder Technology Lab is a free, four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of leaders in media, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. For more information, visit www.sonywondertechlab.com.

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