



PRESS RELEASE

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SENTARA HEALTHCARE AND OPTIMA HEALTH MAKE MAJOR INVESTMENT IN CHILDREN'S MUSEUM OF VIRGINIA

Support For Renovation and Expansion of BodyWorks Exhibit

PORTSMOUTH, VA, 4/20/22 – The Portsmouth Museums Foundation is pleased to announce that Sentara Healthcare and Optima Health have made a significant investment of \$700,000 in the Children's Museum of Virginia. This award makes possible a complete overhaul of the popular *BodyWorks* exhibit with work to begin in 2022.

This expansion of *BodyWorks* addresses two essential concepts: healthy decisions and the advocacy and promotion of health. The overarching exhibit concept is to encourage children to have fun while getting active through a series of hands-on physical activities. Proposed stations within *BodyWorks* will reveal simple information about body parts and systems (for example, heart/circulatory; skeletal; muscular) and why it is important to exercise and keep the body healthy. Topical programming will be planned around the exhibit upon its opening.

Portsmouth Museums Foundation Executive Director Cinda C. Ayers commented, "Sentara Healthcare and Optima Health's gift marks a major milestone in the Children's Museum's history. We are very proud to partner with Sentara Healthcare and Optima Health in reaching our young visitors and introducing them to fun and creative ways to learn about taking care of themselves and their families. With this updated and timely exhibit, the Children's Museum can appropriately address the whole child: health and well-being, creativity and community along with environment and industry throughout the museum. We are grateful to Sentara for placing trust in us to deliver meaningful, state-of-the-art experiences for our guests."

"It is critically important to meet individuals in the community where they live, work, play and learn," said Sherry Norquist, Sentara's director of community engagement and impact. "The Children's Museum offers lower cost admission to individual learners who may not otherwise have the opportunity to access these exhibits as part of their commitment to inspire healthy habits that lead to healthier outcomes. Together, with

our shared commitment to education and reducing health disparities, we can infuse creative ideas into the hearts and minds of children and families in Virginia.”

Sentara Healthcare celebrates more than 130 years in pursuit of its mission – “we improve health every day.” Sentara is an integrated, not-for-profit health care delivery system with more than 29,000 employees (including 1,375 physicians and advanced practice providers), 12 hospitals in Virginia and Northeastern North Carolina and the Sentara Health Plans division which serves over 900,000 members. Sentara is recognized nationally for clinical quality and safety, and is strategically focused on innovation and creating an extraordinary health care experience for our patients and members. Sentara was named to IBM Watson Health’s “Top 15 Health Systems” in 2021 and 2018, recognized as a “Best Employer for Women” by Forbes in 2020, and ranked as one of Forbes “America’s Best Employers” in 2018.

Established in 1980, the Children’s Museum of Virginia (CMVA) is the largest children’s museum in the Commonwealth of Virginia. The museum nurtures children’s imaginations and establishes a lifelong love of learning through fun, dynamic, interactive and educational exhibits, programs and activities.

The mission of the Portsmouth Museums Foundation is to generate private and public funds for the Children’s Museum of Virginia, and to serve as the receiving agent for funds benefiting all of Portsmouth’s City museums and related projects, in partnership with the City of Portsmouth.