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All-New Exhibit, *It's a Beautiful Day to Be You: Inspired by Mister Rogers, Daniel Tiger & Donkey Hodie* Opens at Children's Museum of Pittsburgh on Saturday, October 3

Children's Museum of Pittsburgh and Fred Rogers Productions debut a new experience supported by Lilly Endowment Inc. to inspire children and families; includes opening weekend celebration and monthly special programs

PITTSBURGH (September 28, 2026) – Children's Museum of Pittsburgh, the #1 children's museum in the nation (2026 USA Today Readers' Choice poll), will introduce a brand-new, hands-on exhibit, ***It's a Beautiful Day to Be You: Inspired by Mister Rogers, Daniel Tiger & Donkey Hodie***, in partnership with Fred Rogers Productions (FRP) on Saturday, October 3, 2026. The exhibit will officially open at 10:30 am and be available daily from 10 am to 5 pm during regular museum hours through January 3, 2027.

The exhibit is funded through Fostering Character Through Children's Museums, a Lilly Endowment Inc. initiative designed to help children's museums develop new or expand existing efforts that explore and encourage the development of positive character traits among children and youth.

Visitors to the Museum will explore beloved locations from *Daniel Tiger's Neighborhood* and *Donkey Hodie* and connect with the timeless lessons of Mister Rogers. The exhibit helps children explore what it means to be kind, curious, persistent, creative, collaborative and brave through play and discovery as they build character through not only words, but by doing, sharing and reflecting. Guests of all ages will discover and celebrate the wonderful people they are because every day is a beautiful day to be you!

"We're helping children discover that they, and everyone, are unique individuals in the world through activities that help them embody traits such as kindness and collaboration," said Jane Werner, Executive Director of Children's Museum of Pittsburgh. "Our partnership with Fred Rogers Productions continues to bring to life such valuable lesson from Fred for visitors of all generations."

The Children's Museum is grateful to once again partner with Fred Rogers Productions, a longtime

collaborator and widely respected children's media company that produces content and experiences with a focus on early childhood development. The two organizations previously worked together to develop the traveling exhibitions *Daniel Tiger's Neighborhood: A Grr-ific Exhibit* and *How People Make Things*.

"Our longtime partnership with [Children's Museum of Pittsburgh](#) allows us to continue bringing the beloved worlds of *Mister Rogers' Neighborhood*, *Daniel Tiger's Neighborhood* and *Donkey Hodie* to life in a profoundly tangible way," said Paul Siefken, president and CEO of [Fred Rogers Productions](#). "*It's a Beautiful Day to Be You* creates an inviting, interactive environment where families can bond while children practice vital emotional tools like resilience, bravery and kindness. Fred Rogers famously noted that play is 'serious learning' for children. This new exhibit honors that philosophy, passing his timeless message of care and connection down to a brand-new generation."

Exhibit activities include:

- Growing kindness in a magical way! Pick a flower, give it a little love and water, and watch it bloom before sending it off to live in the Enchanted Garden.
- Blasting off to a dance party in space! Push pegs, pull levers, and press buttons to create your own out-of-this-world music mix at Purple Panda's Spaceship Dance Party.
- Traveling through Trolley's magical tunnel that connects the Neighborhood of Make-Believe and Someplace Else. Wait for the traffic light to signal it's your turn to enter and then follow the star lights to the other side.

Opening Weekend, October 3 – 4

Special activities include:

- Saturday, Oct 3, at 10:30 am - Grand Opening Ribbon Pull
- Character Appearances of Daniel Tiger and Donkey Hodie
 - Saturday, Oct 3 – 11:00 am and Noon
 - Sunday, Oct 4 – 10:30 am and 11:30 am

Space is limited – reserve your spot when you arrive at the museum

- Climb aboard a stationary trolley, courtesy of Saint Vincent College – Sat, Oct 3, 10 am – 5 pm
- Take a ride on a real trolley from Molly's Trolley's – Sunday, Oct 4, 11:30 am – 3:30 pm
- Get 10% off select merchandise in the Museum Store

After opening weekend, there will be special activities offered on the second Saturday and third Wednesday of October, November and December (Oct 10 & 21, Nov 14 & 18, Dec 12 & 16), including:

- Character Appearances of Daniel Tiger & Donkey Hodie
- Art & Making activities
- Rides on a real trolley from Molly's Trolley's – Oct 21, Nov 18 and Dec 16
- Exploring a real trolley, courtesy of Saint Vincent College – Nov 14 and Dec 12
- Get 10% off select merchandise in the Museum Store

For the full schedule, visit pittsburghkids.org/exhibit/beautifulday/

A North America tour of *It's a Beautiful Day* will launch in January 2027 with venues confirmed through 2029. For information about the tour and rental opportunities, visit pittsburghkidsdesign.org/contact-us/.

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About Children's Museum of Pittsburgh

Children's Museum of Pittsburgh provides innovative and inclusive museum experiences that inspire kindness, creativity, curiosity and joy for all learners. The Museum welcomes nearly 300,000 visitors annually, provides tons of "real stuff" experiences for play and learning and was named the #1 children's Museum in the country in the 2026 USA Today Readers' Choice poll. Permanent hands-on, interactive exhibit areas include the Art Studio, Garage, Waterplay, Kindness Gallery, Backyard and MAKESHOP®.

The Museum is located on Pittsburgh's historic North Side at 10 Children's Way, Pittsburgh, PA 15212. For more information, please call (412) 322-5058 or visit the Museum website, pittsburghkids.org. Follow us on Facebook.com/pittsburghkids / [@pghkids](https://Instagram) / LinkedIn

About Fred Rogers Productions

Fred Rogers Productions (FRP) is the nonprofit children's media company founded by Fred Rogers in 1971. Originally the producer of *Mister Rogers' Neighborhood*, FRP focuses on supporting children and families through award-winning series like ***Daniel Tiger's Neighborhood***, ***Donkey Hodie***, ***Alma's Way*** and ***Odd Squad***. Through convergent TV, interactive games, experiences and community engagement initiatives that model kindness, respect and enthusiasm for learning, the organization aims to earn the trust of parents and caregivers while building on the legacy of Fred Rogers. FRP has earned a Peabody Award and 31 Emmys® along with honors from Common Sense Media and the Parents' Choice Foundation. For more information, visit www.fredrogers.org or follow us on Facebook, Instagram, and LinkedIn.

About Lilly Endowment Inc.

Lilly Endowment Inc. is an Indianapolis-based, private foundation created in 1937 by J.K. Lilly and his sons, Eli and J.K. Jr., through gifts of stock in their pharmaceutical business, Eli Lilly and Company. Although gifts of stock remain the financial bedrock of the Endowment, the Endowment is a separate entity from the company, with a distinct governing board, staff and location. The Endowment supports the causes of community development, education and religion.