*For Immediate Release*

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**Explore a *‘Once Upon a Time’* World at the Upcountry History Museum**

**Greenville, S.C. –** Step inside the larger-than-life pages of *Once Upon A Time: Exploring the World of Fairy Tales,* the first nationally touring exhibit devoted exclusively to fairy tales, opening at the Upcountry History Museum-Furman University, a Smithsonian Affiliate, on Saturday, June 2, 2018, and on display through Sunday, September 9, 2018.

From a giant’s castle to an African jungle, children and adults can explore the extraordinary settings of seven popular stories from around the globe: “Jack and the Beanstalk” (England), “Cinderella” (France), “The Elves and the Shoemaker” (Germany), “Beauty and the Beast” (France), “Lon Po Po” (aka: “Little Red Riding Hood,” China), “Thumbelina” (Denmark), and “Anansi and the Talking Melon” (Ghana).

This bilingual exhibition is designed to immerse visitors into a unique and educational experience that takes traditional story time to a new interactive level in a three-dimensional, fully developed world which emphasizes the importance of reading and the significance of fairy tales throughout history. Whether crawling through the mole’s eight-foot tunnel like Thumbelina, climbing the magical beanstalk like Jack, or riding in the pumpkin coach like Cinderella, children will discover the fundamental meaning of each story as they literally walk in the shoes of their favorite characters.

The large-scale environment, interactive components and costumes of *“Once Upon A Time”* have been created to help awaken the power of imagination and creative thinking in children, satisfy the play-spirit of childhood, encourage reading aloud to children, as well as instill a love of reading in children, impart historical information, and foster multi-generation storytelling.

Though developed for children ages 3-10 years old, this distinctive exhibition will still appeal to the grown-ups who can remember fondly these beloved stories that were a major part of their childhoods, too.

The Upcountry History Museum is located at 540 Buncombe St., in Greenville, S.C. Summer hours of operation are Monday through Saturday from 10:00 a.m. – 5:00 p.m.; Sunday from 1:00 – 5:00 p.m. For more information, call 864-467-3100 or visit [www.upcountryhistory.org](http://www.upcountryhistoyr.org).

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