



FOR IMMEDIATE RELEASE

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Ready Vet Go opens October 29 at the Children’s Museum

The space will feature interactive veterinary technology and work by two local artists

Denver, Colo. – The Children’s Museum of Denver at Marsico Campus announced today that the revamped Ready Vet Go, an interactive exhibit featuring veterinary technology and designed for hands-on play, opens October 29, 2025.

The story began in April 2024, when Goodheart Animal Health Centers and the Children’s Museum decided to team up to reimagine the beloved exhibit. Goodheart veterinarians and medical directors, Dr. Alex Robb and Dr. Beth Spencer, had visited the Museum and observed children playing in Ready Vet Go. As individuals who have dedicated their lives and careers to the care of creatures, they were deeply moved by watching children don lab coats and stethoscopes, and then tenderly care for the (stuffed!) animals in the space. After the tour, there was no question—they wanted to partner with the Museum on the next iteration of Ready Vet Go.

“The goal was to take this popular exhibit and elevate the experience with beautiful artistic elements and multiple hands-on interactives to spark curiosity and foster imagination,” said Kerri Atter, Director of Special Exhibits.

The design process kicked off with a site visit to a Goodheart Animal Health Center. The Museum team was inspired by the modern style, complementary retro design elements, and architecture that allowed for a behind-the-scenes look into technical aspects of the veterinary process.

With that in mind, the exhibit will feature functioning medical equipment like a spinning centrifuge, microscope and slide samples of real organic materials, and plenty of adorable stuffed animal patients equipped with RFID technology, allowing future vets to get an inside look at creatures with the X-ray machine.

As an added layer, the Museum worked with local artists, Genevieve Smith (Magpie Painting) and Ben Mollner (lead artist of Dark White Gallery), to fulfill one of Dr. Robb’s main goals—to highlight the beautiful bond between humans and their pets, and to encourage kindness and empathy for all animals.

Ready Vet Go opens to the public on October 29 and to celebrate, the Museum is planning extra special programs throughout the day to honor our animal friends, all included with Museum admission.

Made possible by



About the Children’s Museum of Denver at Marsico Campus

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their expertly designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children’s Museum of Denver at Marsico Campus has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events.

The Children’s Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

Note: Please use “Children’s Museum of Denver at Marsico Campus” in all publications on first reference and “Children’s Museum” or “Museum” thereafter.

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