

Press Release



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Organization's Mission: To inspire children to learn about our world through exploration, imagination, and experimentation.

San Diego Children's Discovery Museum provides Free Admission to all North County Health Services WIC Families

(Escondido, Calif. – March 29, 2016) San Diego Children's Discovery Museum (SDCDM) launches partnership with North County Health Services (NCHS) Woman, Infants, and Children (WIC) Program. SDCCDM will provide two complimentary admission passes to each WIC child under the age of five. For 2016, over 12,000 complimentary admission passes totaling \$72,000 will be donated by San Diego Children's Discovery Museum and distributed to North County WIC locations in Escondido, San Marcos, Oceanside, Ramona, and Encinitas.

"SDCCDM's mission is closely connected to early childhood development," says SDCCDM Executive Director, Javier Guerrero, "so a partnership with NCHS WIC program is a natural step towards collaborative impact for children ages 0-5 in the North County Community. Not only can they receive the health resources they need from WIC, but now they have free access to enjoy hands-on, early childhood educational exhibits and activities at the Museum."

The North County Health Services WIC Program provides nutrition education and breastfeeding support, checks for healthy foods, and referrals to healthcare and other community services to pregnant and breastfeeding women, new mothers and children under five. The goal of the WIC program is to promote healthy birth outcomes, reduce infant mortality, encourage healthy eating and improve overall wellness for its participants. Participants are eligible for WIC services if they meet income guidelines and live in California.

"We find that the recertification time is the most challenging and is when a family is most likely to drop off the program," says Mary Sammer, VP Nutrition Services at NCHS. "Now, as an incentive to stay on WIC, each child and their guardian will receive a one day pass to the San Diego Children's Discovery Museum when the recertification appointment is complete. What a wonderful gift and opportunity to promote healthy development, spark exploration, and encourage imagination in our NCHS WIC families!"

This partnership falls under San Diego Children’s Discovery Museum’s “Access for All” initiative, providing free access to low-income or underserved communities in need. SDCCDM currently provides over 10,000 free admission to active-duty military, veterans, and their families annually, field trip school scholarships and mobile children’s museum scholarships to over 10,000 children from low-income and Title-I Schools, free admission to over 15,000 children and adults in San Diego County Literacy Program, free Annual Family Memberships to over 1,000 families through Early Childhood Education partnerships, and provide over 200 free Annual Family Memberships available for public check out in local schools, libraries, and neighborhood services. San Diego Children’s Discovery Museum actively seeks funding and sponsorships to support these initiatives.

For more information on the NCHS WIC program visit, <http://www.nchs-health.org/community-resources/wic/>. For more information on San Diego Children’s Discovery Museum and the community programs that they support, visit: <http://sdccdm.org/partners>

ABOUT the San Diego Children’s Discovery Museum (SDCCDM)

San Diego Children's Discovery Museum’s mission is to inspire children to learn about our world through exploration, imagination, and experimentation. The Museum serves local families, school and play groups, and visitors from across southern California and beyond. The new 6,000 square-foot facility located at 320 North Broadway, Escondido CA 92025 has an additional 7,500 square-foot outdoor space. The Museum’s hands-on educational exhibits focus on science, arts, and world cultures. SDCCDM designs and fabricates their own exhibits with new exhibits added each month. New exhibits at the facility include Water Wise Interactive and Living Water Tables, Children’s Discovery Garden, Kids Global Village, Reading Book Nook, Toddler Tide Pool, Base Camp, Our Town: Careers & Community, and Magnification Station. The Museum is open Monday through Sunday from 9:30 a.m. to 4:30 p.m.

SDCCDM was founded as a non-profit organization in 2001 as Escondido Children's Museum, with the focus of learning through play and inspiring children from newborn to age 10 to learn about our world through exploration, imagination, and experimentation. Admission cost is \$6 per person, \$3 for military, and free for children 12 months and younger. Memberships, group discounts, birthday parties, and summer camps are available. San Diego Children's Discovery Museum is affiliated with the Association of Children's Museums.

About North County Health Services

North County Health Services is a private not-for-profit organization that serves over 62,000 patients annually at 11 community health centers in Carlsbad, Encinitas, Oceanside, San Marcos, Ramona, and now Perris, and through two mobile clinics. NCHS has been providing affordable, quality & comprehensive care to members of our north San Diego County communities who are uninsured or underinsured for over 40 years. Services at NCHS include pediatrics, obstetrics, gynecology, dental care, internal medicine, adolescent medicine, radiology, pharmacy and transportation services as well as community health outreach, prevention and disease management programs. We accept private insurances, Medi-Cal and Medicare. If you are uninsured, you may be eligible for low or no-cost programs based on your income, qualify for a discount or use our monthly payment plan. For more information, visit www.nchs-health.org or call 760-736-6767.
