



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 – The Coolest Place for Educational Summer Fun in North County

(Escondido, CA – April 7, 2015) – San Diego Children's Discovery Museum (SDCDM) is gearing up for a summer of fun! Now starting its fourth year in the new location, the Museum is operating in full swing with all the custom, **hands-on science, arts, and world cultures** exhibit and program areas built out. For families that haven't visited in the past couple months or those that are coming for the first time, the Museum has transformed into a must-visit, hands-on educational museum for families with children 0-10 years old.

San Diego Children's Discovery Museum **inspires children to learn about our world through exploration, imagination, and experimentation.** The Museum serves North County families, school and play groups, and visitors from across southern California and beyond. The Museum is open daily from 9:30am to 4:30pm and offers General Admission for \$6 per person, as well as annual Family Memberships starting at \$65. Active-Duty Military and Veterans and their families, grandparents, and children with special needs receive a discounted admission of \$3 per person. The indoor and outdoor 13,500 square-foot facility is located in Downtown Escondido across the street from Grape Day Park at 320 North Broadway, Escondido CA 92025. It is easily accessible from I-15 or CA-78 and only 20 minutes from coastal North San Diego County, and 35 minutes from Downtown San Diego. Parking is free and readily available.

The Museum is **made up of four exhibit areas** – Explore, Imagine, Experiment, and Discover – with hands-on exhibits focused on science, art, and world cultures. The space was custom designed to be cool for the Escondido summers with a 6,000 square foot open indoor space with powerful central air-conditioning, and a 7,500 square foot outdoor Children's Discovery

Garden with a large open artificial grass area and water exhibits under giant shade sails. The McGrory Family Exploration Area is an indoor space where children can enjoy the Discovery Sailboat, Kids Global Village marketplace and home, Toddler Tide Pool, and relax in the Reading Book Nook. The Stanford Family Imagination Area is a space where children are encouraged to express themselves through role play in Our Town: Careers & Communities, play percussion instruments, and perform on the Imagination Stage with the puppet theater, props, and costumes. The Experimentation Area is a space where children can engage with science, physics, and engineering using building activities, ramps on the Magnetic Ball Wall, and wind with Floating Objects. They can explore the properties of colors and light, and observe specimens such as shells, fossils, and plants in the Magnification Station. The outdoor Children's Discovery Garden is made up of a number of different exhibits where children can learn about Archaeology and Paleontology in Base Camp, Water Conservation in Water Wise, and urban gardening and farming with the Chicken Coop, Worm Farm and composting, Pollinator and Native Plant Gardens, and Edible Gardens. To keep moving and enjoying the comfortable outdoors space on the artificial grass under shade sails, kids can build Imagination Playground structures and Kodo Kids ball ramps, hula-hoop and jump rope, harness the wind at the bubble table, and even watch new exhibits being fabricated at the Exhibit Workshop.

San Diego Children's Discovery Museum **offers special events and regular science, art, and world cultures programs**, such as storytime, craft activities, and garden experiences. This summer's special events include the Escondido Roots Cultural Series celebrating Greece on June 20th and China on August 15th as well as the KPBS Kids Workshops held on Saturdays 10 times throughout the year with a Dinosaur Train Workshop on June 13th. Visit the calendar at www.SDCDM.org for a complete listing of summer programs and events and to learn more about the annual Fall Family Festival on October 4th.

The Museum **provides guided hands-on workshops and educational programs for School Field Trips and Group Visits** from Pre-School through 3rd Grade. Field Trip workshops align with California Core Curriculum and are based on Science, Art, and World Cultures. School Field Trip Scholarships are available and thanks to the generous support from SDCDM sponsors and partners, hundreds of children and their schools are awarded scholarships annually.

The Museum also **hosts Birthday Parties and Private Events**. Birthday Party patrons are able to choose from a variety of birthday party themes and guided educational workshop activities. Birthday Parties with groups up to 40 guests can be booked for 2-hour increments on weekends from 11am to 4pm. Birthday Parties with a larger amount of guests or desiring to have their own large, free-play space, can rent the entire Museum for up to 5 hours. The vibrant 13,500 square foot indoor and outdoor space is available for Private Events such as weddings, corporate fundraisers and family events, baby showers, birthday parties, and much more. Visit www.SDCDM.org for pricing and availability.

San Diego Children's Discovery Museum also offers a **Summer Discovery Camp** for children 5-8 years old. The one-week sessions start June 22 and end August 14, 2015. Each week has a new theme focused on science, art, and world culture activities. Camp hours are from 9am to 12pm

and designed for children entering Kindergarten through 2nd Grade. All camp goers along with one adult are allowed to stay to enjoy the Museum for Free on registered Discovery Camp days. For a complete list of weekly themes, visit www.SDCDM.org.

For more information about programs, workshops, special events, school field trips, group visits, birthday parties, private events, and Summer Discovery Camp, visit: www.SDCDM.org.

ABOUT the San Diego Children's Discovery Museum (SDCDM)

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. SDCDM designs and fabricates its own exhibits with new experiences and themes added each month. New exhibit additions can be seen in Water Wise and Base Camp in the Children's Discovery Garden, Kids Global Village, Toddler Tide Pool, Reading Book Nook, Base Camp, Discovery Sailboat, Our Town: Careers & Community, and hands-on science Experimentation Exhibit Area.

SDCDM was founded as a nonprofit organization in 2001 as Escondido Children's Museum, with the focus of learning through play and inspiring children from ages 0-10 to learn about our world through exploration, imagination, and experimentation. The Museum is open Monday through Sunday from 9:30am to 4:30pm. Admission cost is \$6 per person, \$3 for active-duty military and veteran families, grandparents, and children with special needs, and children 12 months and younger are free. Memberships, group discounts, field trips, birthday parties, private events, and summer camps are available. San Diego Children's Discovery Museum is affiliated with the Association of Children's Museums.