

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 celebrates cultures and community with the 2016 Escondido Roots Series

*\*\*October program celebrates Iran, October 15\*\**

(Escondido, Calif. – September 28, 2016) San Diego Children's Discovery Museum (SDCDM) is excited to announce the fourth year of the Escondido Roots Series. This free series is part of the Museum's mission to celebrate and educate children and adults about different world cultures in our community. The fifth program of the year is Saturday, October 15th from 2:00-4:00pm and will highlight Iran.

This event features cultural performances and activities highlighting the diverse traditions of Iran, including storytelling by Mina Javaherbin, dance performances by the Persian Cultural Center / Iranian School of San Diego Dance Academy, music from the band Delnavazan, and traditional Persian snacks for visitors to sample. Visitors can also experience all of the hands-on exhibits at SDCCDM for FREE!

Throughout the year SDCCDM presents six FREE community events, each highlighting different cultures in our community. This year the Roots Series will celebrate Korea, Mexico, Israel, Puerto Rico, Iran, and Scotland. Each event takes place from 2:00 to 4:00 p.m. and features cultural performances, activities, and crafts that help children and adults gain a deeper understanding about different cultures while having some fun along the way!

The Escondido Roots Series is made possible thanks to funding from The Nissan Foundation and he County of San Diego, and in partnership with the Persian Cultural Center of San Diego. For more information on the Escondido Roots Series visit [www.sdcdm.org](http://www.sdcdm.org).

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## 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. In December 2011, the Museum moved to new 6,000 square-foot facility with an additional 7,500 square-foot outdoor space located at 320 North Broadway, Escondido CA 92025. The Museum's hands-on educational exhibits focus on science, arts, and world cultures. SDCDM designs and fabricates their own exhibits with new exhibits added each month. New exhibits at the facility include Floating Objects, Nature Play, 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.

SDCDM 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 \$8 per person, \$5 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.