



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 Participates in Blue Star Museums

San Diego Children's Discovery Museum is one of more than 2,000 museums across America to offer free admission to military personnel and their families this summer in collaboration with the National Endowment for the Arts, Blue Star Families, and the Department of Defense

(Escondido, CA – June 24, 2016) – San Diego Children's Discovery Museum (SDCDM) is proud to announce its participation in the nationally recognized Blue Star Museum Program again this year. As one of over 2,000 participating Blue Star Museums, SDCDM is offering Free Admission for all Active-Duty Military, Veterans, and their Families from Memorial Day through Labor Day.

For the past five years, the Museum has participated in the national Blue Star Museum Program. In 2015, around 8,000 children and family members enjoyed the Museum during the summer months for free as part of this Program. The overwhelming response led the Museum to expand the Free Admission Program to the holiday season and over spring break. Last year the Museum provided free admission to around 5,000 Active-Duty Military, Veterans and their families during the holiday season and then extended the program further to provide over 2,000 free admission passes to the military community during spring break as well. The Museum was able to provide free admission to the military community during these times of year thanks to the generous sponsorship support of The Rincon Band of Luiseño Indians and Datron World Communications.

“Supporting our Active-Duty Military, Veterans, and their families has become a key initiative for the Museum. We believe all children should have access to hands-on science, art and world cultural learning opportunities. We are very thankful to receive sponsorship support from The Rincon Band of Luiseño Indians and Datron World Communications to be able to provide this Free Admission Program at multiple times throughout the year”, says Executive Director, Javier Guerrero.

Active-Duty Military, Veterans, and their families will need to provide proper ID to receive Free Admission upon entry. The Museum is very thankful to The Rincon Band of Luiseño Indians and Datron World Communications for their sponsorship of this program. The Museum is actively seeking additional sponsors and supporters to continue to offer this Free Admission Program during the 2016 holiday season. For more information please visit www.sdcdm.org and to support this Program email development@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. SDCCDM 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.

SDCCDM 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.

ABOUT Blue Star Museums

About Blue Star Families Blue Star Families is a national, nonprofit network of military spouses, children, parents and friends, as well as service members, veterans and civilians, dedicated to supporting, connecting and empowering military families. With our partners, Blue Star Families leverages data-driven insights to curate resources for military families, including career development tools, local community events for families, and caregiver support. Since its inception in 2009, Blue Star Families has engaged tens of thousands of volunteers and serves more than 1.5 million military family members annually. Blue Star Families also works directly with the Department of Defense and senior members of local, State and Federal government to bring the most important military family issues to light. With Blue Star Families, military families can find answers to their challenges anywhere they are. Visit bluestarfam.org for more information. About the National Endowment for the Arts Established by Congress in 1965, the NEA is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. Through partnerships with state arts agencies, local

leaders, other federal agencies, and the philanthropic sector, the NEA supports arts learning, affirms and celebrates America's rich and diverse cultural heritage, and extends its work to promote equal access to the arts in every community across America. This year marks the 50th anniversary of the National Endowment for the Arts and the agency is celebrating this milestone with events and activities through September 2016.