



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 Offers Free Admission for Active-Duty Military, Veterans, and their Families this Holiday Season

(Escondido, CA – November 19, 2015) – San Diego Children's Discovery Museum (SDCDM) is excited to announce Free Admission for all Active-Duty Military, Veterans, and their Families again this holiday season from November 21, 2015 – January 31, 2016.

For the past four years, the Museum has offered free admission to all Active-Duty Military and Veteran families between Memorial Day and Labor Day as a part of 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 as well. Last year the Museum provided free admission to around 3,000 Active-Duty Military, Veterans and their families during the holiday season. This year, thanks to the generous sponsorship support of The Rincon Band of Luiseño Indians, the Museum will be able to provide this same service to the Military community.

“Supporting our Active-Duty Military, Veterans and their families has become a key initiative for the Museum. We believe that 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 to be able to provide this Free Admission Program during the holidays”, 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 for their sponsorship of this program. The Museum is actively seeking sponsors and supporters to continue to offer this Free Admission Program in the spring and summer. 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. 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.