

Press Release



San Diego Children's Discovery Museum Contact:
Danielle Mendoza, Marketing and Events Manager
320 N. Broadway
(760) 233-7755, ext. 1003
DanielleM@sdcdm.org

Media Contact:
Sara Wacker, APR
(858) 945-1104
Sara@SaraWackerAPR.com

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 2015 Escondido Roots Series

October program celebrates Brazil, October 17

(Escondido, Calif. – Sept. 9, 2015) San Diego Children's Discovery Museum (SDCDM) is excited to announce the third year of the Escondido Roots Series. This series is part of the Museum's mission to celebrate and educate children and adults about different world cultures. The next program is Saturday, October 17th from 2-4pm and will highlight Brazil.

The event will feature cultural performances and activities highlighting diverse traditions of Brazil. The afternoon includes dance, rhythms, and body percussion workshops by **Nós de Chita** from **The Center for World Music**, storytelling by **Marilyn McPhie**, interactive musical performances by **Sol e Mar** and capoeira by Capoeira Mandinga from the **Brazilian Institute for Arts & Culture**, food tastings by **Sabor de Vida** and **Sambazon**, and all of SDCDM's hands-on exhibits for FREE!

Throughout the year SDCDM will present six FREE community events, each highlighting different cultures in our community. This year the Roots Series kicked off with The Philippines in February, Mexico in April, Greece in June and China in August; the museum will also highlight Germany on December 19th. Each event takes place from 2:00 to 4:00 p.m. and will feature cultural performances, activities, and crafts that will 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 The County of San Diego. For more information on the Escondido Roots Series 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. 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 disabled, 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.