



**San Diego
Children's
Discovery
Museum**

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 San Diego School District Employees & Their Families

(Escondido, CA – February 2, 2015) – San Diego Children's Discovery Museum (SDCDM) is excited to announce Free Admission for all San Diego County School District Employees and their Families from February 1 – May 30, 2015.

For the past three 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 2014, around 4,000 children and family members enjoyed the Museum during the summer months. The overwhelming response led the Museum to expand the Free Admission Program to include Law Enforcement and Fire Department, and for the first time we offered Free Admission for three months during the holiday season resulting in over 3,000 children and family members benefiting from free admission to the Museum.

Our new initiative is to offer Free Admission to San Diego County School District Employees and their families as a thank you for their service to the community. As the only interactive children's museum in North San Diego County, with the help of our donors and patrons, we have continued to grow our Educational Programs and Exhibits to inspire the next generation of innovators, creative thinkers, and community leaders. Giving back to San Diego County School District Employees who share the same educational mission and aspirations is an impactful way we advance the cause.

"After the incredible number of Military and Veteran families this past year, we realized the great need for programs like this that offer fun hands-on learning experiences for young children toddler to 10 years-old focusing on science, arts, and world cultures. As a gift to the families of our San Diego School District Employees, we are inviting all San Diego School District Employees and their Families to enjoy the Museum free of charge February 1st through May 31st, 2015."

San Diego County School District Employees and their families will need to provide proper ID. The Museum is actively seeking sponsors and supporters to continue to offer this Free Admission Program. For more information please visit www.sdcdm.org and to support this Program email development@sdcdm.org.

ABOUT 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 exhibits with new exhibits themes and additions each month. New exhibits at the facility include Water Wise, Book Nook reading area, Children's Discovery Garden, a Kids Global Village, Toddler Tide Pool, Our Town on the Imagination Stage, 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.