



Press Release

San Diego Children's Discovery Museum Contact:  
Juliette Brezin, Director of Marketing & Events  
320 N. Broadway  
(760) 233-7755, ext. 1003  
JulietteB@SDCDM.org

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

[www.sdcdm.org](http://www.sdcdm.org)

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, First Responders, and their Families this Holiday Season**

**(Escondido, CA – December 8, 2017)** – San Diego Children's Discovery Museum (SDCDM) is excited to announce Free Admission for all Active-Duty Military, Veterans, First Responders, and their Families again this holiday season from November 10, 2017 – January 31, 2018.

For the past six 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 2017, around 8,000 children and family members enjoyed the Museum during the summer months for free as part of this Program. The overwhelming response to this program over the years has led the Museum to expand the Free Admission Program to the winter holiday season as well as spring break. Last year the Museum provided free admission to around 7,000 Active-Duty Military, Veterans, First Responders, and their families during the winter holiday season. This year, thanks to the generous sponsorship support from the David C. Copley Foundation, Datron World Communications, and other community supporters, the Museum is proud to be able to provide free admission to the Military and First Responder community.

“Supporting our Active-Duty Military, Veterans, and their families has become a key initiative for the Museum, and we are proud to extend this holiday offer to First Responders as well. We believe all children should have access to hands-on science, art, and world cultural learning opportunities. We are very thankful to receive generous support from the David C. Copley Foundation and Datron

World Communications to be able to provide this Free Admission Program during the holidays”, says Executive Director, Javier Guerrero.

Active-Duty Military, Veterans, First Responders, and their families will need to provide proper ID to receive Free Admission upon entry. The Museum is actively seeking sponsors and supporters to continue to offer this Free Admission Program throughout the year. For more information please visit [www.sdcdm.org](http://www.sdcdm.org) and to support this Program email [development@sdcdm.org](mailto:development@sdcdm.org).

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#### 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. 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 \$8 per person, \$5 for active-duty military and veteran families, \$1 for EBT cardholders, and children 12 months and younger are free. Memberships, group discounts, field trips, birthday parties, private events, and Discovery Camps are available. San Diego Children's Discovery Museum is affiliated with the Association of Children's Museums.