

Press Release

San Diego Children's Discovery Museum Contact:



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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 Celebrates Executive Director's 5 Year Anniversary**

**(Escondido, CA – July 20, 2015)** August 2015 marks the fifth year that Javier Guerrero has lead San Diego Children's Discovery Museum (SDCDM) as Executive Director. Under his leadership, San Diego Children's Discovery Museum has transformed into what it is today- A 7,500 sq.ft. indoor & outdoor space that provides hands-on science, art, and world culture activities for over 100,000 children and families annually.

Guerrero started at SDCCDM in August 2010 and immediately got to work. In 2010, the Museum averaged 10,000 visitors annually and was located in a 2,000 sq.ft. venue located in The California Center for the Arts. With growth on his mind, Guerrero changed the Museum's name from "Escondido Children's Museum" to "San Diego Children's Discovery Museum" in an effort to create a traditional children's museum that serves all of San Diego County and beyond. He facilitated generous foundation support from the Linden-Root Dickinson Foundation and in January 2011, San Diego Children's Discovery Museum found a new home at 320 North Broadway.

Guerrero worked with architects and SDCDM Exhibits Manager to put his vision into action. “Every aspect of the Museum was designed with purpose. From the electrical outlets placement, to the angle of the Discovery Sailboat, everything we have designed is with the intention to be able to maximize the space and provide a safe, educational environment for children and families in the community to explore, imagine, and experiment through hands-on science, art, and world culture activities” says Guerrero. Currently, San Diego Children’s Discovery Museum member visits constitute 40% of the annual visitors. “Return visitors and memberships are testaments to the educational value our parents and caretakers feel their children are receiving. The fact that this number keeps increasing means that not only are kids learning but they are having fun at the same time” says Guerrero.

Before SDCDM, Guerrero previously served as Director and Director of Development at SurfAid International USA, and as Director of Operations, Director of Curatorial Programs, and Curator for the San Diego Museum of Man. He has presented on community collaborations and engagement for museums and arts organizations at AAM, WMA, CAM and Berkeley University. Javier earned a MA in Applied Cultural Anthropology from Northern Arizona University; a BA in Anthropology with Minor in Art History from the University of San Diego where he graduated with honors, and has earned numerous leadership and educational certificates and recognitions.

Guerrero’s multifaceted background has proven extremely valuable in expanding the donor base and connecting SDCDM with a wide range of community partners. The donor base has grown XX% in the last 5 years and community partnerships have increased to over 150 partners. Guerrero is a big advocate of collaboration and is continually searching for new partners to provide the most authentic experiences in SDCDM programs. Not only has his work been recognized through multiple community recognitions and awards such as the most recent “2015 Community Organization of the Year by the Escondido Chamber of Commerce”, the overall profile of the Museum has been greatly raised allowing more children and families awareness and access to a safe and welcoming informal learning environment that is equipped to deliver early learning resources to young children in our community.

“Our annual admission report directly reflects the hard work and vision of Javier and his team”, says Board Chair Erick Altona. “I have watched the Museum grow from 15,000 visitors in 2011, to 25,000 visitors in 2012, 43,000 visitors in 2013, 57,000 visitors in 2014, and now what will exceed 100,000 in 2015. I am extremely proud of the amount of people we have been able to serve within such a short amount of time, especially with the limited resources inherent in a new organization. Javier is resourceful and creative, and his impact is evident in all aspects of the Museum”.

Guerrero is committed to the growth of SDCDM and plans to stay at the Museum for future years to come. His strategic plan for the future includes a serving more children

and families through increasing the education staff and educational programs at the Museum, creating a mobile children's museum that can visit schools and community organizations, and continually re-imagining the exhibits at the Museum to provide new and fresh hands-on educational experiences that inspire children to become global citizens.

**For more information** about San Diego Children's Discovery Museum or to contact Javier Guerrero, visit: [www.SDCDM.org](http://www.SDCDM.org)

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**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.