



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 celebrates cultures and community with the 2017 SDCCDM Roots Series

**Escondido, CA – January 30, 2017**– San Diego Children's Discovery Museum (SDCCDM) is excited to announce the fifth year of the SDCCDM Roots Series. This series is part of the Museum's mission to celebrate and educate children and adults about different world cultures.

Throughout the year SDCCDM will present six FREE community events, each highlighting different cultures in our community. This year the Roots Series will feature: Sweden on February 18<sup>th</sup>, Pacific Islands on April 29<sup>th</sup>, France on June 17<sup>th</sup>, East Africa on August 19<sup>th</sup>, Mexico on October 21<sup>st</sup>, and Thailand on December 16<sup>th</sup>. Each event takes place from 2 – 4 p.m. and will feature cultural storytelling, music, dance performances, and crafts that will help children and adults gain a deeper understanding about different cultures while having some fun along the way!

The SDCCDM Roots Series is made possible thanks to funding from The Nissan Foundation and The County of San Diego. For more information on the SDCCDM Roots Series visit [www.sdcdm.org](http://www.sdcdm.org).

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**ABOUT the San Diego Children's Discovery Museum (SDCCDM)** [www.sdcdm.org](http://www.sdcdm.org)

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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. In December 2011, the Museum moved to new 6,000 square-foot facility with an additional 7,500 square-foot outdoor space located at 320 North Broadway, Escondido CA 92025. The Museum's hands-on educational exhibits focus on science, arts, and world cultures. SDCDM designs and fabricates their own exhibits with new exhibits added each month. New exhibits at the facility include Floating Objects, Nature Play, 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.

SDCDM 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 \$8 per person, \$5 for military, 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.