



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 Raising \$3.3M toward Capital Campaign and Launches Public Phase Kickoff to Raise Remaining \$200K on #GivingTuesday**

**(Escondido, CA – November 24, 2015)**

San Diego Children's Discovery Museum (SDCDM), the only children's museum in San Diego County focusing on hands-on science, art, and world cultures, is announcing the public phase kickoff of their Path to Discovery Campaign, the culmination of a five year \$3.5 million capital campaign to acquire the land/building they now occupy. On November 12, 2015, the Museum celebrated four years in their new Museum location, and announced the completion of a major Campaign goal: raising \$3.3 million which includes the \$650,000 needed to complete the purchase of the land/building. This accomplishment also triggered the start of the final \$350,000 public phase of the Campaign. Thanks to a recent generous \$150,000 donation from the Rosemary Kraemer Raitt Foundation, the Museum will kickoff the remaining \$200,000 public phase this #GivingTuesday on December 1, 2015.

At the start of the Path to Discovery Campaign in 2011, a local philanthropic foundation, the Linden Root Dickinson Foundation (LRDF), purchased the museum land/building on behalf of SDCDM for \$1.65 million. At the time of purchase, LRDF pledged that upon SDCDM raising the funds to exercise a \$650,000 purchase option, the Foundation would transfer the land and building to the Museum. On November 12, 2015, SDCDM announced all funds have been raised to purchase the land/building thanks to major grants from Price Philanthropies Foundation, David C. Copley Foundation, Rosemary Kraemer Raitt Foundation, Thomas C. Ackerman Foundation, and many other contributors to the Campaign.

“We did it!” Susanne Stanford, SDCDM Board Member and Campaign Chair, announced at the Anniversary Celebration to a gathering of over 200 Museum supporters and community partners. Executive Director Javier Guerrero also shared with attendees, “This is a major milestone as the Museum has grown in so many ways from 15,000 visitors in 2011 to 115,000 visitors in 2015, major increases in earned revenue, and significant expansion of the indoor and outdoor exhibits, educational programs, and community outreach with the new Mobile Children’s Museum.”

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**ABOUT #GivingTuesday [www.givingtuesday.org](http://www.givingtuesday.org)**

#GivingTuesday is a national movement to transform how people think about, talk about and participate in the giving season. Coinciding with the Thanksgiving Holiday and the kick-off of the holiday shopping season, #GivingTuesday inspires people to take action to improve their local communities, give back in better, smarter ways to the charities they support, and help create a better world. Taking place on December 1, 2015 – the Tuesday after Thanksgiving – #GivingTuesday harnesses the power of social media to create a national moment around the holidays dedicated to *giving*, similar to how Black Friday and Cyber Monday have become days that are, today, synonymous with holiday shopping.

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

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, Discovery Sailboat, Our Town: Careers & Community, and hands-on science Experimentation Exhibit Area.

SDCDM was founded as a nonprofit organization in 2001 as the 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 and the American Alliance of Museums.