



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's Spring Benefit - Bella Notte: A Taste of Italy

(Escondido, CA – February 28, 2015) – San Diego Children's Discovery Museum (SDCDM) announces the theme for their annual spring benefit. On May 2, 2015 from 5-9pm SDCCDM will be hosting a "beautiful evening" celebrating Italy - *Bella Notte: A Taste of Italy*.

Guests are invited to explore the Museum's new exhibits and mingle under the stars in the Children's Discovery Garden as they enjoy authentic Italian cuisine, wine, gelato, espresso, live Italian music performances, Italian cinema, as well as a live auction, silent auction, and Renaissance art photo booth.

Thanks to generous community support at last year's spring benefit event, San Diego Children's Discovery Museum was able to expand their interactive exhibits and scholarship programs to continue their commitment to make the Museum accessible to all members of the community. In December 2014, SDCCDM celebrated their third year in a new larger indoor-outdoor facility that has allowed them to better serve school groups and further their mission by providing nearly 60,000 children and families unique hands-on educational experiences focusing on science, arts, and world cultures.

Tickets for the 2015 benefit event, *Bella Notte: A Taste of Italy*, are \$95 Pre-sale, \$125 at the door. "With the Museum in its fourth year, and all of the newly completed, custom, hands-on exhibits, we are thrilled to be able to welcome the community to our Museum for a fabulous Italian celebration. This will be a really fun evening raising money that is critical to support the educational programs at the Museum", says **Executive Director Javier Guerrero**.

With Italian cuisine generously donated from the Busalacchi Restaurants in Little Italy, Manello and Bencotto Restaurants, Caffé Calabria, EscoGelato, and Roma Market, *Bella Notte* will provide a true taste of Italy. Food stations will be located throughout the Museum and guests will be able to sample and enjoy the flavors of some of San Diego’s premier Italian restaurants. Complimenting the Italian cuisine and wine, there will be live Italian music performances by singer Gaetano Rallo, accordionist Lou Fanucchi, and singer pianists’ The Pizzaro Brothers accompanied by a special guest appearance by 12-year-old Italian singer Isabella Shiff. Additionally, the Museum will transform one of their exhibits into an outdoor Italian cinema, as well as host a Renaissance art photo booth for guests to take home a memory of the evening.

For those not able to attend the benefit event on May 2nd, or those that wish to contribute in other ways to help extend the reach of the Museum’s educational programs, San Diego Children’s Discovery Museum is reaching out to the community, soliciting support for their premier annual fundraising event through sponsorship, auction item donations, or in-kind services. SDCDM offers wonderful benefits built into their sponsorships such as complimentary event tickets, Museum Family Memberships, print and media exposure, and recognition at the event and in the event program. The Museum will also provide a letter recognizing all charitable donations to this 501(c)3 non-profit organization. SDCDM is truly appreciative for support and sponsorship this year from Dr. Bronner’s Magic Soaps, Adventuress Luxury Catamaran, Jen Z Photography, Sweet Ribbons Events, Sara Wacker APR, Busalacchi Restaurants, Manello and Bencotto Restaurants, Caffé Calabria, EscoGelato, and Roma Market.

In support of learning through play and providing all children accessibility to hands-on educational activities, SDCDM hopes many will contribute to this special benefit event. It’s sure to be a “beautiful evening” you won’t forget!

For tickets and more information on *Bella Notte: A Taste of Italy* Spring Gala, visit www.sdcdm.org.

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 their own exhibits with new exhibits added each month. New exhibits at the facility include 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 \$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.