

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 2015 Escondido Roots Series

*\*\*April program celebrates Mexico, April 18\*\**

*(Escondido, Calif. – March 11, 2015)* San Diego Children's Discovery Museum (SDCDM) is excited to announce the third year of the Escondido Roots Series. This series is part of the Museum's mission to celebrate and educate children and adults about different world cultures. The next program is Saturday, April 18 from 2-4pm and will highlight Mexico.

The afternoon will include Ballet Folklorico by Farr Elementary, Mariachi music by Mariachi Juvenil de San Diego, and Ballet Folklorico by El Tapatio from the Bayside Community Center, as well as additional activities focused around celebrating Mexican culture and traditions.

Throughout the year SDCDM will present six FREE community events, each highlighting different cultures in our community. This year the Roots Series kicked off with The Philippines on February 21. Following the celebration of Mexico, the museum will highlight Greece on June 20<sup>th</sup>, China on August 15<sup>th</sup>, Brazil on October 17<sup>th</sup>, and Germany on December 19<sup>th</sup>. Each event takes place from 2:00 to 4:00 p.m. and will feature cultural performances, activities, and crafts that will help children and adults gain a deeper understanding about different cultures while having some fun along the way!

The Escondido Roots Series is made possible thanks to funding from The Nissan Foundation and The County of San Diego. For more information on the Escondido Roots Series 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 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.