



Press Release

San Diego Children's Discovery Museum Contact:
Juliette Brezin, Director of Marketing & Events
320 N. Broadway
(760) 233-7755, ext. 1003
JulietteB@sdcdm.org

Media Contact:
Sara Wacker, APR
(858) 945-1104
Sara@SaraWackerAPR.com

www.sdcdm.org

Organization's Mission: To inspire children to learn about our world through exploration, imagination, and experimentation.

New "Neighborhood Heroes" Exhibit Familiarizes San Diego Children's Discovery Museum Visitors with the World of First Responders

San Diego Children's Discovery Museum partners with the Escondido Police Department and the Escondido Fire Department to bridge the gap in understanding of first responders – police, fire fighters, and paramedics – and familiarize young visitors with the ordinary heroes in our community through a new exhibit featuring a real police motorcycle, emergency radios, first responder uniforms, and more.

(Escondido, CA – September 4, 2018) San Diego Children's Discovery Museum is excited to announce a new interactive and educational exhibit – *Neighborhood Heroes*.

Neighborhood Heroes, which opens September 18, will introduce children and families to our important community of first responders (police, fire fighters, and paramedics), inspire enthusiasm around helping others, and promote safety and teamwork. Children will be able to suit up in first responder uniforms, unwind a fire hose to fight a fire, radio to dispatch from a real Escondido Police Department motorcycle, practice emergency calls, and conduct rescue missions.

The museum sees the exhibit, and the partnership with the different branches of first responders, as an opportunity to familiarize children and families with the first responders who protect us, and encourage a positive relationship. "Children will be able to experience first-hand and learn about the ordinary heroes in our community; they'll learn to associate the sight of a fire truck, police vehicle, or ambulance with the women and men who protect us every day. Through theatrical and imaginary play, our young visitors will be inspired to help one another, and understand how to respond to an emergency," says Wendy Taylor, the museum's Interim Managing Director.

For many children and families, seeing a police car or hearing the sound of an ambulance or fire truck can be associated with fear. The exhibit aims to bridge that gap.

"By creating this hands-on police exhibit, I am hopeful that we will continue to build on the relationship between law enforcement and the community through our children," said Escondido Chief of Police Craig Carter. "Seeing a police officer for the first time can be a bit overwhelming for a child. My idea with this exhibit was to get the children familiar with a police motorcycle and all the equipment so we can bridge the gap between the public and our community by starting with our youth.

"This exhibit should have the wow factor that children like," added Chief Carter. "My hope is they go home and share their experience with their family and friends, and that discussion will start a positive conversation about law enforcement and the community."

This exhibit is part of the museum's "*Our Town: Careers and Community*" space; an area dedicated to helping children familiarize with different experiences or places they might encounter in their daily lives, and to inspiring career exploration through role play in a fun and nurturing environment. The exhibit was previously a Health Clinic, sponsored by North County Health Services.

Neighborhood Heroes is included with museum admission.

For more information about San Diego Children's Discovery Museum, visit sdcdm.org.

ABOUT San Diego Children's Discovery Museum

San Diego Children's Discovery Museum (SDCDM)'s mission is to inspire children to learn about our world through exploration, imagination, and experimentation. The Museum's hands-on educational exhibits and programs focus on science, art, and world cultures for children up to age 10. The Museum 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 every day from 9:30 a.m. to 4:30 p.m.

Admission 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, as well as the San Diego Museum Council.