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San Diego Children's Discovery Museum Celebrates 25 Years of Discovery

Escondido, CA.-- For 25 years, San Diego Children's Discovery Museum (SDCDM) has sparked a love of learning so all children can discover their wildest dreams. What began as a traveling kite-making program in 2000 has grown into a vibrant, 13,500-square-foot space that has welcomed more than 1.3 million visitors.

Founded by a group of passionate parents led by Katie Stokes, the Museum was born from a dream to create a community space that would ignite creativity and curiosity. Today, that dream continues with expanded programs, including a Mobile Children's Museum that brings hands-on education to under-resourced communities across San Diego County. Over 90% of mobile visits are fully subsidized, breaking down barriers to early childhood education.

"For many families, access to supplemental educational resources is limited," said Christina Piranio, CEO of San Diego Children's Discovery Museum. "Play-based learning and interactive experiences are a crucial element of education that develop a wide range of skills foundational for a child's success in school, life, and work. Our goal is to bridge that gap and provide every child with the opportunity to explore, imagine, and experiment."

Now, SDCCDM is inviting the community to celebrate this milestone with a special birthday party on Friday, June 21, from 9:30 a.m. to 4:30 p.m. To honor its founding year, the Museum is rolling back admission to just \$4 per person, the same price as when it first opened. Guests can enjoy birthday cake, shaved ice from Tikiz of North County, all-day festivities, and hands-on activities hosted by the Museum and local community partners to celebrate the power of play and imagination.

In celebration of its 25th anniversary, the Museum is also launching a fundraising campaign to support its mission of accessibility and innovation, laying the foundation for future generations to “Dream Big and Play On”. The Museum aims to raise \$250,000 to kickstart initiatives to serve another 1,000,000 children and families, activate the Mobile Children’s Museum in more San Diego County schools, and elevate early learning through enhanced exhibits and education experiences.

“We want to inspire lifelong learners. Through our onsite experiences and mobile STREAM programs, we are shaping the future of early childhood education, one playful moment at a time. The support of our community means that the sounds of play will continue to fill our halls and that all children will have the opportunity to dream big and play on,” said Piranio.

To learn more about San Diego Children’s Discovery Museum’s 25th anniversary, make a donation, or join the birthday celebration, visit <https://sdcdm.org/25years>.

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About San Diego Children’s Discovery Museum

San Diego Children's Discovery Museum’s mission is to spark a love of learning so all children can discover their wildest dreams. Its vision is to be the leader in inventive early childhood education. The Museum’s hands-on educational exhibits and programs focus on science, technology, reading, engineering, art, and math (STREAM) for children up to age 10. The Museum is affiliated with the Association of Children's Museums and the San Diego Museum Council. To learn more about the Museum, visit sdcdm.org.