



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 Announces More Access Programs for Low-Income Families

(Escondido, CA – September 9, 2016) San Diego Children's Discovery Museum (SDCDM) announces the expansion of their "Access for All" initiative through participation in the national Museums for All initiative, the addition of a reduced cost Family Access Membership for families that qualify, and a list of "Ways to Save" to attend the Museum.

San Diego Children's Discovery Museum's Access for All initiative is part of the Museum's mission to make the Museum accessible to all, removing any financial or physical barriers to attend and receive access to hands-on, early childhood education in science, art, and world culture activities.

In July, San Diego Children's Discovery Museum joined Museums for All, a signature access program of the Association of Children's Museums (ACM) and the Institute of Museum and Library Services (IMLS) to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits. The program will enable low-income families to visit SDCDM for a minimal fee of \$1.00 per person with the presentation of an Electronic Benefits Transfer (EBT) card. Families can also visit any participating museum year-round for a minimal fee. Museums for All is part of San Diego Children's Discovery Museum's broad commitment to seek, include, and welcome all.

Beginning September 1, SDCDM now offers a reduced cost Family Access Membership to families that qualify. The Family Access Membership costs \$35 for two adults and all of the children in the household for unlimited visits to the Museum for one year. The Annual Family Membership is regularly \$95. Families that participate in the following programs are eligible to apply for the Family Access Membership: California Academic Partnership Program (CAPP), California Coverage & Health Initiatives (CCHI), California State Preschool Program (CSPP), CalSAFE, CalWORKS Stage 2 Child Care (C2AP), CalWORKS Stage 3 Child Care (C3AP), Center for Clinical and Translational Research (CCTR), Food Stamps / CALFresh Program / Supplemental Nutrition Assistance Program, Free and Reduced School Lunch, Head Start / Early Head Start, Healthy Families / Children's Health Insurance Program (CHIP), Licensed Foster Parent, Low-Income Energy Assistance / Low-Income Home Energy Assistance Program (LIHEAP), Medicaid / Medi-Cal, Temporary Assistance for Needy Families (TANF), Section 8 / Public Housing, and Women Infants and Children (WIC). Families can apply at <http://sdcdm.org/> or in person at the Museum Front Desk.

SDCDM also published a list of a variety of "Ways to Save" on admission and memberships at the Museum. The list includes discounts for Active-Duty Military and Veteran Families, Preschool and Elementary Educator Families, Grandparents, Children with Special Needs, Escondido Elementary School Families, Escondido Preschool Families, Escondido Child Development Center Families, Escondido and Vista Library visitors, WIC Families, Palomar Health Parenting and Forensic Health program attendees, and participants in the San Diego County Summer Reading Program. The complete list is available at <http://sdcdm.org/ways-save>.

San Diego Children's Discovery Museum's main fundraising initiative for its fiscal year 2016-2017 is the "Access for All" initiative. "We have always believed in doing the right thing first," says Executive Director, Javier Guerrero, "we have been providing discounted admission to underserved populations since the Museum was founded in 2001. We are proud to be a part of the "Museums for All" coalition through the Association of Children's Museums, as well as add our new reduced cost Family Access Membership to families that qualify, as well as a list of "Ways to Save" available to all as part of our "Access for All" fundraising initiative."

SDCDM currently provides Free Admission to over 20,000 Active-Duty Military & Veteran Families, Free Admission passes distributed to over 27,800 people through community programs such 2016 WIC, EBT, Palomar Forensic Health, and SD County Reading Programs, Field Trip School Scholarships and Mobile Children's Museum Scholarships to over 20,000 children from low-income and Title-I school, Free Annual Family Memberships to over 5,200 underserved families through Early Childhood Education partnerships, and over 220 Free Annual Family Memberships available for checkout in schools and libraries. To provide these services, San Diego Children's Discovery Museum actively seeks funding and sponsorships to support our "Access for All" initiative, with a \$700,000 goal to impact more than 90,000 people.

For more information or to support San Diego Children's Discovery Museum's "Access for All" initiative, please visit <http://sdcdm.org/access-all>.

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

SDCCDM was founded as a nonprofit organization in 2001 as 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 \$8 per person, \$5 for active-duty military and veteran families, \$1 for EBT cardholders, and children 12 months and younger are free. Memberships, group discounts, field trips, birthday parties, private events, and Discovery Camps are available. San Diego Children's Discovery Museum is affiliated with the Association of Children's Museums.

ABOUT the Institute of Museum and Library Services

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.imls.gov and follow us on Facebook and Twitter.

ABOUT Association of Children's Museums (ACM)

In an increasingly complex world, children's museums provide a place where all kids can learn through play and exploration with the caring adults in their lives. There are approximately 400 children's museums around the world, which annually reach more than thirty-one million visitors. ACM provides leadership, professional development, advocacy and resources for its member organizations and individuals. To learn more about ACM and to find an ACM-member children's museum near you, visit www.ChildrensMuseums.org