

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 2017 SDCDM Roots Series

February program celebrates Sweden, February 18

(Escondido, Calif. – January 30, 2017) San Diego Children's Discovery Museum (SDCDM) is excited to announce the fifth year of the SDCDM Roots Series. This free series is part of the Museum's mission to celebrate and educate children and adults about different world cultures in our community. The first program of the year is Saturday, February 18th from 2:00-4:00pm and will highlight Sweden.

The afternoon includes a slideshow created by the Consulate of Sweden San Diego, storytelling by Literature Comes to Life, dance performances by the Performing Folk Dancers of Balboa Park, a sing along performance conducted by The Swedish Sing Along Kids, and traditional Swedish snacks for visitors to sample generously donated by SWEA. Visitors can also experience all of the hands-on exhibits at SDCDM for FREE!

Throughout the year SDCDM presents six FREE community events, each highlighting different cultures in our community. This year the Roots Series will celebrate Sweden, Pacific Islands, France, East Africa, Mexico, and Thailand. Each event takes place from 2:00 to 4:00 p.m. and features cultural performances, activities, and crafts that help children and adults gain a deeper understanding about different cultures while having some fun along the way.

The SDCDM Roots Series is made possible thanks to funding from The Nissan Foundation and The County of San Diego. For more information on the SDCDM Roots Series 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. In December 2011, the Museum moved to new 6,000 square-foot facility with an additional 7,500 square-foot outdoor space located at 320 North Broadway, Escondido CA 92025. 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 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 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 \$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.