



Press Release

San Diego Children's Discovery Museum Contact:
Danielle Mendoza, Director of Marketing & Events
320 N. Broadway
Escondido, CA 92025
(760) 233-7755, ext. 1003
DanielleM@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.

San Diego Children's Discovery Museum launches 2016 Outdoor Explorer Series

Escondido, CA – January 15, 2016– San Diego Children's Discovery Museum (SDCDM) is excited to launch the first year of the Outdoor Explorer Series. The Series is designed to open doors for children to have a broader understanding of our world and a deeper connection with nature. It is a multi-faceted program that encourages children to reduce screen time, connect with the outdoors, and get their hands dirty while learning about plants, animals, and the earth.

Every other month will feature a new outdoor theme. The series kicks off this January with the theme "Nature's Treasures", continues March with the theme "Space, May focuses on "The Web of Life", July is learning about bugs in "Bugged Out", September features "The Layers of the Earth", and November teaches about night time animals in "The Night is Alright". The Museum will feature books, crafts, and other hands-on activities to showcase each month's outdoor theme.

San Diego Children's Discovery Museum hopes to acquire additional sponsorship and funding to be able to hold a free nature themed event in the corresponding Outdoor Explorer Series months.

For more information about the series, visit www.SDCDM.org.

ABOUT the San Diego Children's Discovery Museum (SDCDM) www.sdcdm.org

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

SDCDM was founded as a nonprofit organization in 2001 as the 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 \$6 per person, \$3 for active-duty military and veteran families, and children 12 months and younger are free. Memberships, group discounts, field trips, birthday parties, private events, and seasonal camps are available. San Diego Children's Discovery Museum is affiliated with the Association of Children's Museums and the American Alliance of Museums.