



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 2016 Escondido Roots Series

Escondido, CA – January 14, 2016– San Diego Children's Discovery Museum (SDCDM) is excited to announce the fourth year of the Escondido Roots Series. This series is part of the Museum's mission to celebrate and educate children and adults about different world cultures.

Throughout the year SDCDM will present six FREE community events, each highlighting different cultures in our community. This year the Roots Series will feature: Korea on February 20th, Mexico on April 16th, Israel on June 18th, Puerto Rico on August 20th, Iran on October 15th, and Scotland on December 17th. Each event takes place from 2 – 4 p.m. and will feature cultural storytelling, music, dance performances, and crafts that will help children and adults gain a deeper understanding about different cultures while having some fun along the way!

The Escondido Roots Series is made possible thanks to funding from The Nissan Foundation and The County of San Diego. For more information on the Escondido Roots 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. 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, Discovery Sailboat, Our Town: Careers & Community, and hands-on science Experimentation Exhibit Area.

SDCCDM 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.