

Press Release



San Diego Children's Discovery Museum Contact:
Danielle Mendoza, Marketing and Events Manager
320 N. Broadway
(760) 233-7755, ext. 1003
DanielleM@sdcdm.org

Media Contact:
Sara Wacker, APR
(858) 945-1104
Sara@SaraWackerAPR.com

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 2015 Escondido Roots Series

August program celebrates China, August 15

(Escondido, Calif. – July 18, 2015) San Diego Children's Discovery Museum (SDCDM) is excited to announce the third 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. The next program is Saturday, August 15th from 2-4pm and will highlight China.

The event will feature cultural performances and activities that highlight the diverse traditions of China. The afternoon will include a traditional dance performance by Xingjian Dance Studio, a Martial arts performance by the San Diego Wushu Center, and a Lion Dancer Group.

Throughout the year SDCDM will present six FREE community events, each highlighting different cultures in our community. This year the Roots Series kicked off with The Philippines in February, Mexico in April, and Greece in June; the museum will also highlight Brazil on October 17th, and Germany on December 19th. Each event takes place from 2:00 to 4:00 p.m. and will feature cultural performances, activities, 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)

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 their own exhibits with new exhibits added each month. New exhibits at the facility include 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 \$6 per person, \$3 for military and disabled, 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.