



MEDIA ALERT

Media Contact:

Sara E. Wacker, APR
(858) 945-1104 – mobile
Sara@SaraWackerAPR.com

San Diego Children's Discovery Museum Announces Special Offers for the Holidays

WHO/WHAT:

- **Extended Holiday Hours:** San Diego Children's Discovery Museum (SDCDM) will be open from 9:00am to 6:00pm daily between December 20- January 3, providing an extra two hours for families to be able to enjoy the Museum over the holidays.
- **Free Admission for Active-Duty Military, Veterans, and their Families:** In addition to providing extra hours for the community to visit the Museum, SDCDM is also offering Free Admission for all Active-Duty Military, Veterans, and their Families this holiday season from November 21, 2015 – January 31, 2016 thanks to the sponsorship support from The Rincon Band of Luiseño Indians.
- **"You Buy One, We Give One" promotion:** SDCDM will be donating a Membership to a family in need through one of their donation programs for every Membership that is purchased through January 10.
- **Discovery Winter Camp:** Parents can drop off their kids for Discovery Winter Camp featuring different daily themes focused on science, art, and world culture activities. Discovery Winter Camp is held December 21, 22, 28-31 from 9:00am-12:00pm for children in grades Kindergarten through Grade 3.

WHERE: San Diego Children's Discovery Museum, **320 N. Broadway in Escondido**

THE MUSEUM'S ACCESSIBILITY

- **Affordable** daily admission and membership prices.
- **Free Admission** to over 10,000 **Active-Duty Military, Veterans,** and their families annually.
- **Field Trip School Scholarships** and Mobile Children's Museum Scholarships to over **10,000 children** from **low-income and Title I Schools.**
- **Free Admission** to over **15,000 children and adults** in San Diego County Literacy Program.
- **Free Annual Family Memberships** to over **500 families** through Early Childhood Education partnerships.
- **Over 200 Free Annual Family Memberships** available for public check out in local schools, libraries, and neighborhood services.

ADDT'L MUSEUM HIGHLIGHTS

- The museum announces the public kick-off of their "Path to Discovery" Capital Campaign, the culmination of a five year \$3.5 million campaign to move into the museum building and land they now occupy.
- On November 12, 2015, the museum celebrated four years in their new museum building.
- There were over 100,000 SDCDM visitors in 2015; 100% growth from 2014.
- For more on the museum, please visit: <http://sdcdm.org>.

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