



FOR IMMEDIATE RELEASE

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Children's Museum of Denver and Denver Parks and Recreation Introduce "Joy Park Free Nights"

2015 dates scheduled for Friday, July 17 and Friday, August 21 from 4 p.m. until dusk

Denver, CO – On Friday, July 17, the Children's Museum of Denver will launch "Joy Park Free Nights," an access initiative made possible through a partnership with Denver Parks and Recreation. The collaboration will allow visitors to explore Joy Park: An Outdoor Adventure for free once a month in April, May, June, July and August. The free nights will run from 4 p.m. until dusk.

Joy Park is the newest exhibit at the Children's Museum of Denver and brings 30,000 square feet of nature-based outdoor play to the heart of Denver. Complete with sand dunes, ruins, rivers and waterfalls, Joy Park is filled with elements found in Colorado's natural landscape, along with other active, heart-pumping features including a dueling zip line, a fort building area and a straw bale maze.

"We're happy to welcome this unique outdoor play experience to our community and thrilled that our partnership with the Children's Museum of Denver includes free nights for families to enjoy it," said Scott Gilmore, Acting Executive Director, Denver Parks and Recreation.

Although Joy Park is open year-round, the free nights will be offered during the warmer months of each year to encourage families to get outside and moving all summer long.

"We know that unstructured, outdoor play is important to children's growth and development," said Mike Yankovich, President and CEO of the Children's Museum of Denver. "By providing opportunities for them to let loose, get messy and explore their natural surroundings, we're encouraging children to become the champions of their own learning experiences. This partnership with Denver Parks and Recreation is a wonderful way to give every child and family the chance to learn together in our one-of-a-kind exhibit."

Due to Joy Park's recent grand opening in June, July 17 and August 21 will be the only 2015 dates. The ongoing April through August schedule will begin in April 2016. "Joy Park Free Nights" will only be offered in the exhibit and will not include access to the rest of the Museum. Free nights are scheduled to occur rain or shine, except in the case of severe inclement weather.

About the Children's Museum of Denver

The mission of the Children's Museum of Denver is to create extraordinary experiences that champion the wonder and joy of childhood. We believe in kid-powered learning and every day, our expertly

designed exhibits and programs open doors for Colorado's curious young minds to express what they know and to discover, create and explore more - on their own terms.

Since 1973, the Children's Museum of Denver has served the metro-Denver community as a learning institute dedicated to the education and growth of young children and their caregivers. The Museum provides rich play experiences and a dynamic learning environment for children to joyously learn through innovative and interactive hands-on exhibits, engaging daily programming and year-round special events. Last year, they served more than 359,000 children and their grown-ups.

The Museum is currently under construction on a \$16.1 million expansion to create a 9-acre campus and new experiences; doubling the size of the current facility. The expansion is slated for completion late 2015.

The Children's Museum of Denver is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

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