



For Immediate Release

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Children's Museum of Denver Launches New Website

Denver, Co - The Children's Museum of Denver launched a dynamic new website Wednesday, July 15th. The user-friendly site is easy to navigate, brightly colored, picture saturated and full of comprehensive information about Museum offerings.

Pages include resources for Parents and Caregivers, Educators, Foundations, and Individual and Corporate donors. One of the many goals of the site is to better inform Museum guests about the educational value of the interactive exhibits and daily programming.

The site follows a "Natural Colorado" theme with a big yellow sun, grassy knoll, flowers, and outside creatures like bees, ants, dragonflies and ladybugs. Like Colorado, this site boasts all four seasons. Come the first day of fall, the site will be robust with golden aspen leaves. Snowcapped mountains and snowflakes will start in the winter, and back to flowers and grass next spring.

"This site is an enormous step for CMD. It conveys exactly what we are, what we do, and what families can expect when they plan to come for a visit," says Tom Downey, Museum President. "It's been a long time coming and we are thrilled to offer our site as a great resource for our guests."

The Children's Museum worked closely with TrueMatter, a website development with a history of designing exceptionally creative and intuitive sites, including www.EdVenture.org, a website for an East Coast Children's Museum.

Truematter (www.truematter.com) is a privately held interactive and usability consultancy based in Columbia, South Carolina that provides clients with advanced interactive Web development, brand-building design and usability engineering services.

About the Children's Museum of Denver

Since its inception in 1973, the Children’s Museum of Denver has been a place that ignites and fosters a great love of learning. Our mission is to create a community where children and their grownups learn through play.

The Museum provides rich play experiences and a dynamic learning environment to help young children prepare for their future. The Children's Museum of Denver is a nonprofit 501(c)(3) organization that relies heavily on the support of Museum friends.

The Children’s Museum of Denver is located at I-25 and 23rd Avenue (exit 211), in the Platte River Valley. For more details about the Museum, and its programs and events please visit www.mychildsmuseum.org.

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