



FOR IMMEDIATE RELEASE

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Children's Museum of Denver Launches "Give So We Can Grow" Initiative to Close Out \$16.1 Million Campaign

Museum asking for community's help to finish campaign to more than double its size

Denver, CO – After seven years of planning and three years of fundraising, the expanded Children's Museum of Denver at Marsico Campus is nearing completion. General contractors are leaving the grounds to make way for the Museum exhibits team and installation crews to put in all the fun stuff: the one-of-a-kind interactive exhibits.

But the Museum is not quite done raising money. With \$596,355 left to raise before grand opening in late 2015, the Children's Museum is asking the community to help support this extraordinary project.

The mission of the Children's Museum of Denver at Marsico Campus is to be a champion for the wonder and joy of childhood. Every day expertly designed programs and exhibits open doors for this community's youngest learners. But, the Museum is bursting at the seams. With 74% growth in attendance since 2002, the Children's Museum of Denver has long been one of the busiest and most crowded children's museums in the country.

A \$16.1 million expansion campaign includes plans to more than double the Museum's size – transforming it into a 9-acre campus full of new experiences like Water, Energy, Altitude (a 3 ½ story climber), The Teaching Kitchen, The Art Studio, and the recently opened Joy Park, a 30,000 square-foot outdoor adventure.

Other expansion plans include new classroom facilities and a dedicated school group entrance, a new public entrance and an expanded parking lot. Large-scale expansion will result in the opportunity to serve significantly more families with young children in richer and more impactful ways, with an emphasis on serving lower-income families in the community.

Gifts to the "Give So We Can Grow" campaign will help create an innovative, world-renowned early learning environment for ALL Colorado children.

And now, thanks to a generous challenge grant from the Sturm Family Foundation, gifts of \$100 or more will receive a 50% match (an additional \$1 for every \$2 contributed, up to a cumulative total of \$220,000).

Learn more about this project and how to give at mychildsmuseum.org or call 303-561-0110.

About the Children’s Museum of Denver:

The Children's Museum of Denver believes in kid-powered learning. 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 Playscapes (hands-on exhibits), engaging daily programming and year-round special events. Last year, the Museum 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. New exhibits include: The Art Studio, Altitude (a 3 ½ story climber), Water, Energy, The Teaching Kitchen, and Joy Park: An Outdoor Adventure. The expansion is slated for completion in 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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