



**FOR IMMEDIATE RELEASE**

**November 10, 2015**

**Children's Museum of Denver at Marsico Campus provided nearly  
16,000 free admissions to children from low-income schools this year**  
*Museum's Sponsored Admissions and Memberships Program now in its 20<sup>th</sup> year*

**Denver, CO** – Through its Sponsored Admissions and Memberships Program, the Children's Museum of Denver at Marsico Campus provided 15,612 free admissions and offered free annual family memberships to children from low-income childcare centers and elementary schools during the 2014-15 school year.

Qualifying schools and childcare centers receive a free educational program, facilitated by Museum educators, and roundtrip bus transportation when funding allows. In addition, each participating child is offered a free yearlong family membership that allows them unlimited access to the Museum.

The Sponsored Admissions and Memberships Program is an important part of the Museum's outreach efforts, removing financial barriers to Museum access and ensuring that children have the opportunity to benefit from the Museum's educational programming and interactive exhibits. Since its inception 20 years ago, the Sponsored Admissions and Memberships Program has served nearly 243,000 children.

The program is open to childcare centers and elementary schools with student populations in which 50% or more are eligible for the National School Lunch Program. On average, 83% of students in the 81 elementary schools served last year were eligible for free or reduced price school lunches. An additional 18 low-income preschools, childcare centers and other programs participated, such as Sun Valley Youth Center, Colorado Health Network and area programs serving teen mothers and their children.

According to the Colorado Children's Campaign's 2015 KIDS COUNT report, one in six children in our state lives in poverty. Additionally, studies conducted by the Annie E. Casey Foundation and others show that Colorado has one of the nation's largest income-related achievement gaps. A substantial educational achievement gap negatively affects children living in low-income households – including those who participate in the National School Lunch Program – often resulting in challenges throughout their time in school. The Sponsored Admissions and Memberships Program at the Children's Museum of Denver at Marsico Campus works to bridge this gap by providing engaging, curriculum-enhancing educational opportunities for students PreK through grade 3, and by extending learning beyond the classroom with free annual family memberships.

As the Museum prepares to debut a major expansion, it remains committed to sustaining this program as a valuable resource serving metro-area communities. When the expanded Children's Museum of Denver at Marsico Campus opens on November 20, the Museum will leverage its additional space to grow the Sponsored Admissions and Memberships Program by 47%, reaching 25,000 children per year by 2018.

The Sponsored Admissions and Memberships Program is made possible by donations from generous corporations, foundations and individuals. 2014-15 funders include: BBVA Compass Foundation, Ralph L. and Florence R. Burgess Foundation, Nathan B. and Florence R. Burt Foundation, Colorado Creative Industries, DanPaul Foundation, Delta Dental of Colorado Foundation, Harmes C. Fishback Foundation/Jenna and Walker Stapleton, Helen M. McLoraine Children's Museum of Denver Endowment Fund, J. K. Mullen Foundation, PeyBack Foundation, Rose Community Foundation, Scientific and Cultural Facilities District, Singer Family Foundation, U.S. Bank, Walmart Store #6177, Walmart Store #6178, Wells Fargo Corporate Giving and Xcel Energy. In addition, the program was supported through generous contributions made to the special appeal at the Museum's annual Birthday Bash gala and by several individual donors.

### **About the Children's Museum of Denver at Marsico Campus**

The mission of the Children's Museum of Denver at Marsico Campus is to create extraordinary experiences that champion the wonder and joy of childhood. They believe in kid-powered learning and every day, their 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 at Marsico Campus 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 Children's Museum of Denver at Marsico Campus is a 501(c)(3), private non-profit organization, and a Tier II SCFD member.

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## Schools, Childcare Centers and Other Groups Served in 2014/2015

Achieve Academy	ECE @ Maddox	Montclair School
Altura Elementary	Edgewater Elementary	Monterey Elementary
Amesse Elementary	Elkhart Elementary	Montview Elementary
Arvada K-8	Emerald Elementary	Mount St. Vincent
AXL Elementary	Escalante Biggs Academy	Munroe Elementary School
Barnum Elementary	Fairview Elementary	North Littleton Promise
Barrett Elementary	Farrell B. Howell	Northeast Elementary
Beach Court Elementary	Fletcher Community School	Open Door PreK
Bennie E. Goodwin After School Programs	Force Elementary	Pascual Le Doux Academy
Bishop Elementary	Garden Place Elementary	Pinnacle Charter School
Brown International Academy	Godsman Elementary	Place Bridge Academy
Bryant Webster Elementary	Goldrick Elementary	Presentation of Our Lady School
Castro Elementary	Green Valley Elementary	Renaissance Children's Center
Catholic Charities	Greenlee Elementary	Rocky Mountain Elementary
Central Elementary	Hallett Academy	Sabin Elementary
Century Elementary	Harrington Elementary	Schmitt Elementary
Cheltenham Elementary	Harris Park Elementary	Sheridan Early Childhood Center
Cherrelyn Elementary	Head Start - Keegan	Smith Renaissance Academy
Clark Head Start	Highline Community School	St. Rose of Lima School
Clayton Early Learning Center	Hillcrest Elementary	Stedman Elementary
CMS Community School	Holm Elementary	STRIVE Prep - Ruby Hill
Colfax Elementary	I AM Academy	Sun Valley Youth Center
College View Elementary	JeffCo Head Start Arvada	Sunset Ridge Elementary
Colorado Health Network	Johnson Elementary	Thornton Elementary
Columbine Elementary	Kaiser Elementary	Timberline PK-8
Cowell Elementary	Kenton Elementary	Traylor Academy
Crawford Elementary	Kunsmiller Creative Arts Academy	Trevista at Horace Mann
DCIS @ Fairmont	Laredo Elementary	Valley View K-8
Deane Elementary	Lumberg Elementary	Welby Montessori - Mapleton
Doull Elementary	Maureen L. Greenwood Academy	Westview Elementary
Eagleton Elementary	McGlone Elementary	Wheat Ridge Head Start
East Elementary	Mile High Academy	Wyatt Academy
Eastridge Elementary	Monaco Elementary	Yale Elementary