



Lied
Discovery
Children's
Museum

2011 MEDIA GUIDE



**833 Las Vegas Boulevard North
Las Vegas NV 89101
(702) 382-3445
www.LDCM.org**

Welcome!

We're pleased to share this general information about the museum with you. Included is a variety of information about the museum's history, mission, exhibits and programs. If you would like more specific information, please contact us and we will be glad to accommodate you. Thank you for your interest and support!

Our Mission

The mission of Lied Discovery Children's Museum is to provide a vibrant and engaging experience, through exhibits and programs, where children from economically and culturally diverse backgrounds actively participate in playful learning experiences that ignite a love of lifelong learning.

The participatory nature of the museum's exhibits and programs encourages interaction between child and adult, providing an opportunity to share a special learning experience through the joy of discovery. The museum is centrally located for easy access from all areas of Las Vegas and is committed to serving children and families from economically and culturally diverse backgrounds.

Museum Quick Facts

Annual attendance:	Approximately 160,000
Year opened to the public:	1990
Annual operating budget:	\$1.7 million
Staff:	18 full-time, 17 part-time
Chief Executive Officer:	Linda Quinn
Director of Public Relations:	Brock Radke
Museum space:	35,000 square feet including administration
Exhibit space:	Over 23,000 square feet on two floors, plus 8-story science tower, two classrooms and three birthday party rooms
Exhibit information:	Approximately 100 exhibits in science, arts and culture; and Desert Discovery, an exhibition area designed specifically for children 5 years and younger
Public hours:	Tuesday – Friday, 9 a.m. – 4 p.m. Saturday, 10 a.m. – 5 p.m. Sunday, noon – 5 p.m. Closed Monday, except school holidays
Summer hours:	Monday – Saturday, 10 a.m. to 5 p.m. Sunday, noon – 5 p.m. from June 1 through Labor Day
Admission Fees:	\$9.50 adults \$8.50 children 1-17/Seniors/Military Children under 1 are free

Unlimited Education and Fun ... Yours to Discover

Lied Discovery Children's Museum is one of the largest nonprofit educational and cultural institutions in the Las Vegas metropolitan area, serving children and their families. Since opening in 1990, more than 2 million children and adults have visited the museum with over 235,000 people unable to afford the admission fee admitted free of charge through the museum's subsidy program. Over 470,000 children have visited on school field trips, which are designed to supplement the classroom curriculum in innovative ways.

- ❖ Approximately 100 hands-on exhibits in science, art and culture
- ❖ Over 23,000 square feet of exhibit space
- ❖ 8-story science tower
- ❖ 1,500 square foot Cultural Gallery for featured traveling exhibitions
- ❖ Special demonstrations and program activities
- ❖ Birthday Party packages in three different party rooms
- ❖ Special Event facility rentals
- ❖ Museum membership opportunities
- ❖ Volunteer opportunities
- ❖ YouthWorks job training and mentor program for teens
- ❖ House Calls Educational Outreach program
- ❖ Donor recognition wall
- ❖ Gift Shop
- ❖ Vending and snack area

Our Past and Future ... From Now to Wow

Lied Discovery Children's Museum, located in the historic Cultural Corridor in downtown Las Vegas, was founded as a private, nonprofit educational institution in 1984 by the former Allied Arts Council and the Junior League of Las Vegas. A bond issue authorizing the building of the Las Vegas-Clark County Library and Discovery Museum in 1985 gave the museum a permanent home, which opened its doors to the public on September 9, 1990. Lied Foundation Trust also became involved with the museum in 1990, which prompted the name change to Lied Discovery Children's Museum.

Since its opening 20 years ago, Lied Discovery Children's Museum has developed into a critical community asset that complements and enhances the educational experience of the children and families of Southern Nevada. Museum staff and board members continue to work with individuals and corporations locally and nationally to develop state-of-the-art exhibits and programs that benefit the community.

In August 2010, museum officials announced the organization would be relocating to Symphony Park in downtown Las Vegas, just 2 miles from the existing museum site. The new children's museum will be located in the Donald W. Reynolds Discovery Center, now under construction adjacent to The Smith Center for the Performing Arts in the new heart of the city.

The mission established by the museum's founders remains constant: Create fun and engaging experiences for children, ignite a love of lifelong learning and serve the community's ever-changing needs. With continued support from the individuals, organizations and corporations that have helped build a strong foundation, the new Discovery Children's Museum will lift our shared vision to a new standard of excellence.

The new children's museum is scheduled to open in late 2012. You can follow the development of the new children's museum at **NowToWow.org**.

Exhibits & Programming

Lied Discovery Children's Museum addresses its core educational areas of science, art and culture with over 100 interactive exhibits spread over two floors. With featured traveling exhibitions, daily programs, demonstrations and activities, and special events and collaborative cultural programming for all occasions, it all adds up to a terrific family outing with lots of learning thrown in.

Downstairs is the museum's arts and humanities floor. This area provides opportunities for imaginary and dramatic play, the use of a wide range of motor skills, and group problem-solving and cooperative activities. This floor is dedicated to children who are discovering and embracing adventure and exploring their surroundings. These exhibits are more intuitive by design, so it isn't necessary for children to be able to read for them to enjoy themselves and learn in these exciting exhibits. Children and their families can create bubbles, hear a whisper thirty feet away, visit STUFFEE, dance in costume on the Performing Arts stage, act out grown-up jobs at the grocery store or airport, and learn about energy and the environment in the Green Village, among many other activities.

For younger visitors, there's an exciting, colorful pavilion called Desert Discovery. The 2,000-square-foot area is designed to meet the learning styles of Little Learners, 5 years and younger, offering plenty of fun in four special play areas with a Nevada desert theme. Each play area – Boulder Mountain, Baby Oasis and Desert in the Dark – serves the different developmental stages and needs of 5-and-unders, and the cozy Parent Resource Room provides a space where parents and caregivers can explore engaging, hands-on activities as well as meet and attend workshops.

The museum's second floor is geared toward elementary aged children and features exhibits about science, communication and technology. These exhibits provide opportunities for exploration, observation, cooperation and critical thinking. Many of these exhibits require a child to read and discover scientific and technological concepts and questions that arise from the experience. Visitors can investigate science experiments in Einstein's Corner, play a laser harp, freeze your shadow, launch a tennis ball into the sky, trick your eyes, enter into a hurricane and learn about healthy food choices, among many other activities.

Every weekend in the big, blue Creativity Workshop, kids design a variety of art and science projects to make and take home. Workshops in creating environmentally friendly art, wooden sculptures, tube puppets and other projects are featured regularly. Workshops and activities for Little Learners also are offered daily in the Parent Resource Room downstairs. Even the youngest museum visitor will enjoy playing with sparkly sand dough, parade shakers, sand-sock printing and lots of other kid-pleasing projects.

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Lied Discovery Children's Museum also offers curriculum-based programs for elementary school age children, both in the museum and in local classrooms. The museum is the region's first choice for field trips, and during fall and spring semesters, one elementary grade level is offered free school group admission. Visiting school groups engage in the complete interactive museum experience while teachers and educators are supplied with resource materials that display the connections between museum exhibits and Nevada state curriculum content standards. And in 2009, Lied Discovery Children's Museum created the House Calls Outreach Program, taking interactive health science education directly to Southern Nevada classrooms. The museum and its staff of professional educators will continue to enhance curriculum in grades K-5 with this imaginative program, which makes use of authentic medical equipment and anatomically correct models to teach students about how their bodies function, how to properly take care of their bodies, and the importance of making informed, healthy choices.

One of the longest running and most successful programs ever offered at Lied Discovery Children's Museum is a program for teenagers. YouthWorks has served approximately 100 teenagers each year for the past 17 years, with a focus on teens from low-income families. This program is designed to address Nevada's high school dropout rate by encouraging teenagers to stay in school, earn a diploma and consider higher education while learning about workforce responsibilities through hands-on experiences. YouthWorks participants receive a variety of training focused on homework and education, job skills, working with the public and more, and each student meets with the program manager to discuss and prepare an individualized education and career plan. YouthWorks proudly reports a high school graduation rate of 100 percent since its inception.

Thank you!

We appreciate your interest in Lied Discovery Children's Museum. For more information, visit the museum web site at **LDCM.org**, or contact Brock Radke at (702) 382-3445 or bradke@ldcm.org.