



kidspace
children's museum

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Kidspace Children's Museum Celebrates 40 Years



40th Celebration honors 40 years of learning through play with \$40K in 40 Days campaign and Birthday Bash

PASADENA, CA—Kidspace Children's Museum in Pasadena celebrates 40 years in 2019. To honor its 40-year history of encouraging children's growth and development with innovative exhibits, play-based programs, and interactive events, the children's museum has embarked upon a campaign to raise \$40,000 in 40 days and also invites the community to join the 40th Celebration at the two-day Birthday Bash event on July 13 and 14, 2019.

Founded in 1979 as a way to increase children's access to the arts, humanities, and sciences, Kidspace has become a premier Southern California cultural and educational destination. During its 40-year history, the museum has served more than 5.5 million guests who have benefited from enriching educational experiences. The museum's informal education environment offers self-directed play and learning, emphasizing twenty-first century skills, such as creativity, collaboration, communication, and critical thinking.

To celebrate 40 years of learning through play, the museum has launched a **\$40K in 40 days** annual fund donation campaign. Now through March 30, all donations made to the museum will help Kidspace provide daily access to play-based learning experiences and life-changing moments, giving children the opportunities to try new things, discover the world around them, and build self-confidence. It will also make the museum accessible to all children, including the estimated 24% of annual guests who have been able to visit Kidspace through free or significantly reduced-cost programs.

Kidspace's newly appointed Board President, Mike Bryant, CPA, is a driving force behind the \$40k in 40 days campaign. A resident of Pasadena for over 25 years, he has served on the Kidspace Board of Directors for 11 years. "As a Kidspace board member for the past 11 years, I have seen how the museum transforms donations into opportunities for active learning and joyful experiences for all children," says Mike Bryant. "I am honored to become Board President of Kidspace during this meaningful milestone. We want to continue to serve more families in the San Gabriel Valley each year, and we can't do what we do without community support."

Kidspace will spotlight the 40th Celebration with a two-day **Birthday Bash** this July 13 and 14, from 10:00am to 5:00pm. During this classic birthday celebration, guests can put on their party clothes and join the festivities, including party games and party-hat making as well as a performance and birthday treat in the Stone Hollow Amphitheater at 1:00pm.

Michael Shanklin, CEO of Kidspace Children's Museum, has been committed to creating a unique environment that encourages curiosity and imagination. "With a rich 40-year history, Kidspace has provided memorable family experiences for multiple generations. We have been touched to hear of the many accounts from our adult guests who visited Kidspace when they were young and are now coming back with their own children," says Shanklin.

With so many opportunities to create new memories and celebrate old ones, Kidspace invites the community to retell their favorite Kidspace memories from the past 40 years by sending stories and photos to development@kidspacemuseum.org or by posting them on social media using #kidspace40.

For more information on the Kidspace Children's Museum and the 40th Celebration visit www.kidspacemuseum.org.

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For additional information and media inquiries about the 40th Celebration or Kidspace Children's Museum, please contact Brianna Smyk Reder at 415.215.4144 or briannasmykreder@gmail.com or Kristen Payne at 626.243.4510 or kpayne@kidspacemuseum.org.

About Kidspace Children's Museum

Kidspace Children's Museum is located at 480 N. Arroyo Blvd., in Brookside Park, Pasadena, CA on 3.5 acres of both indoor and outdoor, interactive environments. Serving over 378,000 guests each year, Kidspace is a unique children's

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museum that features over 40 hands-on exhibits with daily programs and monthly events for children ages 1 to 10. The mission of Kidspace is to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners. Admission is \$14 for adults and children. Free for children under one year. For more information, visit www.kidspacemuseum.org.