



**FOR IMMEDIATE RELEASE**

**January 5, 2015**

## **Children's Museum of Denver Creates New Access Program for Families with Low Incomes**

*All Colorado SNAP recipients receive \$1 admission to the Museum in pilot year of program*

**Denver, CO** – Opening doors to all Colorado families is central to the mission of Children's Museum of Denver and beginning January 2015, the Museum will take a significant step to expand Museum access for families with low incomes. In the pilot year of this initiative, the Museum will offer \$1 admission per person to all Colorado families who receive Supplemental Nutrition Assistance Program (SNAP) benefits.

The program will run from January – December 2015 as a 12-month pilot project.

All Colorado SNAP recipients will receive \$1 admission to the Museum for up to 10 people each visit, with no limits on the number of visits throughout the year. To receive the discounted admission, participants need to show their Electronic Benefits Transfer (EBT) card. The Museum does not accept the EBT card as payment; guests must use cash, debit or credit cards.

Funds are currently being sought to continue the program beyond 2015, to potentially include families served by additional assistance programs, such as Women with Infant Children (WIC), Medicaid and/or Temporary Assistance for Needy Families (TANF).

The Children's Museum of Denver is committed to welcoming all members of the Colorado community and currently has several accessibility programs to serve families who face economic challenges. Through its Sponsored Admissions and Memberships Program during the last school year, July 2013 – June 2014, the Museum provided 15,689 free admissions and offered free annual family memberships to children from low-income childcare centers and elementary schools.

After the Museum's expansion is complete in fall 2015, the Museum's goal is to serve 50% more families with low incomes through various programs, for a total of nearly 25,000 children per year.

The Children's Museum of Denver is located downtown off I-25 at exit 211, and on the RTD #10 bus route.

**About the Children's Museum of Denver**

The Children's Museum of Denver believes in kid-powered learning. Every day, 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, newborn through age 8, 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, they served more than 359,000 children and their grown-ups.

The Museum is currently under construction on a \$16 million expansion to create a 9-acre campus and new experiences; doubling the size of the current facility. The expansion is slated for completion fall 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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