



For Immediate Release

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Children's Museum Tucson and Town of Oro Valley Announce Children's Museum Oro Valley

Official announcement scheduled for Tuesday, July 29, 2014, 5:30 p.m.

Tucson, AZ (July 18, 2014) – The Children's Museum Tucson and the Town of Oro Valley will be officially announcing the development of Children's Museum Oro Valley. The Museum's various activities and exhibit components will be featured during the evening at the Pop-Up Play Zone, offering an opportunity for Oro Valley residents to see the kinds of interactive activities that will soon be offered in their community.

When: Tuesday, July 29, 2014; 5:30 – 7:00 p.m.

Where: Sundance Café at the Hilton El Conquistador Golf & Tennis Resort
10000 N. Oracle Road, Oro Valley, AZ 85704

RSVP: Friday, July 25, 2014 at 520-792-9985, ext. 112

Oro Valley's Mayor, Town Council and staff, and representatives of Children's Museum Tucson will be making the formal announcement and sharing additional information on the new museum.

The museum:

- Is anticipated to be 3,000 square feet with hands-on, interactive exhibits that are focused on early childhood education
- Will include some of their most kid- and parent-popular exhibits such as Wee World, Bodyology and the Art Studio
- Is committed to serving a growing concentration of young families in the Oro Valley community and supporting the town in maintaining its designation as a Playful City USA and Best Place to Raise Kids in Arizona
- Will cater to resident families with an emphasis on children ages five and under, but also serve slightly older home-schooled and special needs children.

Children's Museum Oro Valley is projected to open in the first quarter of 2015. Developing the satellite facility is estimated to cost \$600,000, with one third committed by the Children's Museum Tucson, one third authorized by the Town of Oro Valley, and the final third to be raised by the Children's Museum Tucson.

“We are excited by the prospect of bringing a children’s museum to Oro Valley families and creating a space that stimulates curiosity and motivates learning. We’re looking forward to officially sharing our plans with the residents of Oro Valley,” said Michael Luria, Executive Director of the Children’s Museum Tucson.

“As Oro Valley’s age demographic has become balanced, the Town has sought opportunities to provide more services and programs for children and families,” added Oro Valley Town Manager Greg Caton. “Our partnership with Children’s Museum Tucson for a satellite location in Oro Valley aligns with that goal. We’re very excited about bringing this well-respected and beloved museum to our community.”

Since 1986, the Children’s Museum Tucson has been a proven leader in the community for providing fun, play-based interactive learning experiences for children and families throughout Southern Arizona.

Children’s Museum Tucson serves more than 161,000 children and families annually who come to experience the fun, hands-on environment of a children’s museum. The exhibits, programs and special events invite the young and the young-at-heart to discover and explore the arts, sciences and humanities together in an environment that enhances these learning experiences.

Regular admission is free for children under 12 months; \$8, ages 1-99. The Museum is located at 200 S. 6th Ave in downtown Tucson. For more information, please call (520) 792-9985 or visit the Facebook page or website www.childrensmuseumtucson.org.

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