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**National Children's Museum: Opening This Year at National Harbor, Maryland**  
***Innovative combination of indoor and outdoor experiences expected to reach***  
***480,000 families annually***

**Washington, DC (June 12, 2012)** – The National Children's Museum (NCM) earlier today announced that construction is currently underway on its new home in Prince George's County, Maryland. The Museum will occupy two spaces at National Harbor to create both indoor and outdoor experiences, set to open in winter 2012 and summer 2013, respectively.

"We are thrilled to now provide a physical space for the Museum's unique programming to both our local and national communities," said Kathy Dwyer Southern, NCM's President & CEO. "Through innovative exhibits and programming, our young visitors will learn to be the best they can be in the world."

The indoor experience, located in an existing building at St. George Boulevard and American Way, will offer 18,000 square feet of programming and exhibits for children, ages 6 months and up. The space, designed by Hickok Cole Architects and constructed by rand\*, will feature two main exhibit galleries: *3 & Under*, designed by Roto Studio and *Our World*, designed by Amaze Design; a 130-seat theatre for interactive performances; three program rooms; and a mezzanine for staff offices.

At St. George and National Harbor Boulevards, the 60,000 square foot outdoor experience will offer a variety of activities that aim to inspire imaginative and healthy play and exploration. Anticipated programming includes "pinwheel" generators, solar panels and other forms of sustainable energy; multiple gardens; supervised play areas; and an amphitheater where children can create and watch performances.

The National Children's Museum will serve as an anchor for children and families at National Harbor, a 350-acre mixed-used development on the Potomac River. "It is exciting to see our vision become a reality," said Jon Peterson, Senior Vice President of The Peterson Companies, the developer of National Harbor. "The Museum has been relentless in their unwavering pursuit of finding a special place for children to become better aware of the world in which they live."

A key component of the Museum's indoor experience comes through a partnership with Sesame Workshop, the nonprofit organization behind *Sesame Street*. NCM will integrate characters and the Workshop's educational mission into interactive exhibits, video segments and books. The partnership represents Sesame Workshop's first permanent home in the National Capital area.

NCM is funded by a mix of private and public sources, including Prince George's County, Maryland-National Capital Park and Planning Commission and the State of Maryland. The Museum will continue to seek significant gifts for its indoor and outdoor experiences while simultaneously inviting broad support from all members of the public.

The National Children's Museum will be open seven days a week, with exact hours, ticket prices and membership program information announced closer to opening date. Please visit [www.ncm.museum](http://www.ncm.museum) for more information.

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The National Children's Museum (NCM) is a world-class cultural and educational center that inspires children to care about and improve the world. Currently operating as a "museum without walls" through participation in community events and creative partnerships with other arts and cultural organizations, NCM will open an indoor space in winter 2012 and an expansive outdoor experience in summer 2013 at National Harbor in Prince George's County, Maryland. The Museum is poised to become Greater Washington's premier family attraction and the only national museum dedicated entirely to children and their families and caregivers. The National Children's Museum was designated by Congress in 2003 and was founded in 1974 as the Capital Children's Museum.