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GEICO to sponsor Free Family Nights at National Children's Museum beginning in January

WASHINGTON, D.C., November 27, 2012 – [GEICO](#) will sponsor free nights of family activities at the [National Children's Museum's \(NCM\)](#) new location at National Harbor in Prince George's County, Md. The company has pledged \$500,000 over five years for GEICO Free Family Nights, which will offer area children and their families free access to a multitude of activities at the National Children's Museum for one evening each month. The first GEICO Free Family Night will take place on Friday, Jan. 18, 2013.

"As an avid supporter of cultural and educational programs for children and their families, we are proud to be a sponsor of GEICO Free Family Nights at the National Children's Museum," said Don Lyons, GEICO executive vice president. "NCM provides a unique experience by offering a vast window of exploration for our children and their families in the National Capital area."

Each month will feature a unique theme with hands-on activities and interactive play in the National Children's Museum theatre and galleries. NCM will feature two main exhibit areas that support the museum's mission to inspire children to care about and improve the world. The *3 & Under* gallery, specifically designed in partnership with Sesame Workshop for the developmental needs and interests of the museum's youngest visitors, encourages children to explore their ever-widening world through safe, creative play and interaction.

Our World will introduce families to the responsibilities and rewards of both global and community citizenship through three key areas: Map Zone, My Town and World Cultures. A state-of-the-art theatre will offer additional space for programming and productions. Standard admission to the museum is \$10 per child or adult, and there is no cost of admission for infants age 1 or younger.

"GEICO Free Family Nights allow the National Children's Museum to further celebrate the families that make up our entire community," said NCM President & CEO Willard Whitson. "We are thankful for GEICO's sponsorship and commitment to helping children learn through play."

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About National Children's Museum (NCM)

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 on Dec. 14 at National Harbor in Prince George's County, Md. The Museum will be 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. For more information, visit www.ncm.museum.

About GEICO

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