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National Children's Museum to open Friday, Dec. 14, 2012 at National Harbor
Only children's museum designated by Congress eager to fill void in National Capital Region

Washington, D.C. (October 1, 2012) – The National Children's Museum (NCM) will open its doors to the public on Friday, Dec. 14, 2012, NCM announced today. The Museum estimates that the 18,000 sq. ft. space located at National Harbor in Prince George's County, Md. will serve approximately 480,000 children and families onsite annually, with 80 percent of visitors hailing from the Washington, D.C. region.

"Both our local and national communities have been waiting for this day for a long time," said National Children's Museum President & CEO Willard Whitson. "We are so thrilled to finally be opening a museum that is solely dedicated to children and families in the D.C. area and beyond".

The National Children's Museum's two main exhibit areas support NCM'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* introduces visitors to the responsibilities and rewards of both global and community citizenship through three key areas: *Map Zone*, *My Town* and *World Cultures*. Both *3 & Under* and *Our World* include staff-led programming designed to enhance each experience. A 130-seat theatre offers additional programming and productions.

The Museum will be open seven days per week from 10 a.m. to 5 p.m. between Labor Day and Memorial Day, and will remain open two hours later during the summer months with hours from 10 a.m. to 7 p.m. Standard admission is \$10 per child or adult, and there is no cost of admission for infants age 1 or younger. Group rates are also available. The Museum will begin offering school field trips and birthday party packages in mid-winter 2013.

Museum memberships will go on sale Saturday, Oct. 6 from noon to 4 p.m. at JumpOFF!, NCM's fifth annual free outdoor jump-roping festival that will take place steps away from the new space. Memberships offer families year-round free admission as well as other benefits.

NCM invites media to attend a grand opening press preview on Thursday, Dec. 13 at 10:30 a.m.
Please contact Michal Miller at mmiller@ncm.museum or 202-675-4129 for more information or to RSVP.

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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 December 2012 and an expansive outdoor experience in summer 2013 at National Harbor in Prince George's County, Maryland. Upon opening, 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.