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## **National Children's Museum debuts GEICO Free Family Night on Friday, Jan. 18**

*Monthly program emphasizes museum's commitment to accessibility for all families*

**NATIONAL HARBOR, MD (Jan. 16, 2013)** – The National Children's Museum will host its inaugural "Free Family Nights sponsored by GEICO" from 5 to 8 p.m. on Friday, Jan. 18. The free family nights, which will take place one evening each month, provide local children and their families access to the museum's exhibits and programming without the regular cost of admission.

Each free family night will offer different hands-on activities and programs. January's "Learning to be a Helper" theme will honor Dr. Martin Luther King, Jr.'s legacy of service.

"We are excited to kick-off the first of many GEICO Free Family Nights at the National Children's Museum," said Don Lyons, GEICO senior vice president. "Our sponsorship provides a great opportunity for families in the National Capital area to explore all of the museum's great cultural offerings free of charge."

Free family night tickets are available on a first-come, first-served basis at the NCM box office beginning at 5 p.m. each free family night.

"We are thankful for our partnership with GEICO that enables us to greater serve the families in the Washington, D.C. region," said NCM President & CEO Willard Whitson. "It is extremely important to us to be able to ensure that all children have the opportunity to learn through play."

The National Children's Museum's two main exhibit areas focus on connecting children to where they are both within their immediate community and the greater local and international communities surrounding them, supporting the museum's mission to inspire children to care about and improve the world.

Typically open from 10 a.m. to 5 p.m., the museum will close at 4:30 p.m. on the day of each free family night between Labor Day and Memorial Day to give staff time to prepare for the event. During the summer months when the Museum is open until 7 p.m., free family night times are TBD. The full schedule for 2013 "Free Family Nights sponsored by GEICO" is as follows:

Friday, Jan. 18  
Friday, Feb. 15  
Friday, March 15  
Friday, April 19  
Thursday, May 16  
Thursday, June 20  
Thursday, July 18  
Thursday, Aug. 15  
Friday, Sept. 20  
Friday, Oct. 18  
Friday, Nov. 15  
Friday, Dec. 20

Regular museum admission is \$10 per person, with no cost for infants 12 months and under. Discounts are available for groups, active military and senior citizens.

The National Children's Museum is located at 151 St. George Blvd. in National Harbor, Md. For more information, please visit [www.ncm.museum](http://www.ncm.museum).

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#### **About National Children's Museum**

The National Children's Museum (NCM) is a world-class cultural and educational center ([www.ncm.museum](http://www.ncm.museum)) that inspires children to care about and improve the world. NCM opened on December 14 at National Harbor in Prince George's County, Md. After operating as a "museum without walls" for several years, the Museum is now Greater Washington's premier family attraction and the only national museum dedicated especially to children and their families and caregivers. NCM was designated by Congress in 2003 and was founded in 1974 as the Capital Children's Museum.

#### **About GEICO**

GEICO (Government Employees Insurance Company) is a member of the Berkshire Hathaway family of companies and is the third-largest private passenger [auto insurer](#) in the United States. GEICO handles [auto insurance coverage](#) for over 11 million private passenger auto policies and insures more than 18 million vehicles (auto & cycle).

In addition to auto insurance, GEICO offers customers insurance products for their motorcycles, all-terrain vehicles (ATVs), travel trailers and motorhomes (RVs). Coverage for boats, collector cars, life, homes and apartments is written by non-affiliated insurance companies and is secured through the GEICO Insurance Agency, Inc. Commercial auto insurance and personal umbrella protection are also available.

As a member of the Berkshire Hathaway group of companies, GEICO is rated A++ for financial strength by A.M. Best Company and ranks at the top of several national customer satisfaction surveys. For more information, go to [www.geico.com](http://www.geico.com).