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Crystal Bowyer Named President and CEO of the National Children's Museum

– Bowyer brings years of industry experience and knowledge as the National Children's Museum prepares to return to Washington, D.C. –

Washington, D.C., July 11, 2017 – The National Children's Museum (NCM), a nationally recognized cultural and educational institution that serves children and their families, is pleased to announce the appointment of Crystal Bowyer as President and CEO. In this role, Bowyer will oversee and manage all aspects of NCM's redevelopment, design and exhibition planning as the Museum prepares to reopen in Washington, D.C.

"Crystal brings unparalleled experience to the National Children's Museum, and we are delighted to welcome her as the President and CEO," said Ross Hechinger, chairman of the Board of Trustees at the National Children's Museum. "Her professional background is in alignment with the Museum's priorities, and we are confident she will lead us to a successful next chapter as we come home to D.C."



Bowyer comes to NCM from the Museum of Science and Industry (MSI) in Chicago, and her 15 years of experience in nonprofit and government administration made her a great match for the position.

"I am excited to work with such a dedicated Board of Trustees to build a world-class children's museum in our nation's capital," said Bowyer. "Joining the team during this phase will allow me to jump in at the ground level and play a large role in development. Washington, D.C. deserves an incredible children's museum, and I want to provide every child with innovative, exciting exhibits that spark imagination and inspire them to change the world."

At MSI, Bowyer managed individual philanthropy and membership, as well as contributed to board development and strategic planning for the organization's \$380 million capital campaign. In addition to her time at MSI, Bowyer has dedicated her career to serving children. She previously held roles for the Chicago Children's Choir and

the Boys & Girls Town of Missouri, and currently holds a seat on the Board of Directors for The Driskill Foundation, which supports educational and afterschool programs designed to ignite curiosity and inspire future innovators.

A Missouri native, Bowyer received her Bachelor of Science from the University of Missouri and a Master of Nonprofit Administration from University of Notre Dame's Mendoza College of Business, where she received the Dean Woo Fellowship for Leadership. She currently resides in Chicago, but will relocate with her husband and three-year-old son to D.C. in August.

"I'm excited to be coming back to D.C. My mother taught at Sheridan School for five years and I spent my summer and winter college breaks interning in the city," she said. "This opportunity feels like a chance for me to make a difference in a place that already feels like home."

About National Children's Museum

Founded as the Capital Children's Museum in 1974, the Museum served kids and families in the Washington region for thirty years in Northeast Washington, D.C. The Museum was renamed in 2003 when the U.S. Congress designated it the National Children's Museum. For several years, NCM operated as a museum without walls by serving the region through traveling exhibitions, partnerships with other nonprofits, as well as community and school outreach programs. From 2012-2015, a small museum space was opened to the public at National Harbor, but closed in preparation for NCM's next chapter in downtown D.C. Today, the National Children's Museum is poised for its greatest chapter yet, as it prepares to reopen on the National Mall in late 2018.

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