



SOUTHERN CALIFORNIA
CHILDREN'S MUSEUM

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FOR IMMEDIATE RELEASE

SOUTHERN CALIFORNIA CHILDREN'S MUSEUM LAUNCHES ABC SERIES, INVITING FAMILIES TO BRING THE MUSEUM HOME

New digital content with accompanying take-home activity kit for children ages 3-6 supports distance learning.
PASADENA, CA – August 6, 2020

Southern California Children's Museum (SCCM) announces the launch of *ABC Series*, a 13-week virtual exploration of the alphabet through fun crafts and activities. Geared towards children ages 3-6, the series is accompanied by an optional curated kit with "SCCM-at-home" sensory play items plus supplies that will make it easy for parents and children to follow along the activities.

"To stay connected with our community during the COVID-19 pandemic, we've pivoted our approach and embraced the idea of 'children's museum at home.' Whether it's at-home play ideas or how to talk to children about anti-racism, our goal is to help parents navigate this trying time," said Catherine Welch, Board President and Co-Founder, Southern California Children's Museum.

In addition to the launch of *ABC Series*, SCCM remains committed to bringing quality, play-based, educational experiences to children in the community, now through virtual content, including:

- Bringing the popular Story and Craft program online, including collaborating with an exciting lineup of our favorite authors
- The inaugural Summer Book Club, hosted by children's book author Larissa Theule
- Curated content and resources shared on our social media accounts
- Additional original content to keep children engaged and entertained will continue rolling out over the next few months

ABC Series launches on Monday, August 10. The digital content is available for free via SCCM's website, Instagram and Facebook pages (@socalkidsmuseum), with new episodes available Monday and Thursday mornings. Activity kits are on sale now through socalkids.org (\$40 pre-sale until 8/9/20, regular price \$55/kit).

For more information on SCCM and virtual programming, please visit socalkids.org.

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ABOUT SOUTHERN CALIFORNIA CHILDREN'S MUSEUM

Southern California Children's Museum (SCCM) is located at 459 East Colorado Blvd., in Pasadena, CA. Catering to children 7 and under, the mission of SCCM is to cultivate a child's wonder, stimulate curiosity, and motivate learning through interactive exhibits, creative experiences and dramatic play – all while promoting the diverse cultures of Southern California. With nearly 9K square feet of space to explore, the museum features permanent and rotating exhibits that help develop a child's gross and fine motor skills. SCCM's regular programming and collaborations with local artists allow children hands-on opportunities to explore arts and culture. Admission is \$8 for adults and children. Free for children under one year. For more information, visit socalkids.org. SCCM is a 501c3 non-profit organization.