



SOUTHERN CALIFORNIA
CHILDREN'S MUSEUM

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SOUTHERN CALIFORNIA CHILDREN'S MUSEUM UNVEILS *WILD CALIFORNIA*

FOR IMMEDIATE RELEASE – Interactive museum exhibit celebrating unique Southern California biomes to open in the heart of Pasadena in early 2020.

PASADENA, CA – January 20, 2020

Southern California Children's Museum (SCCM) today announced the launch of its new exhibition, *Wild California*, an immersive and interactive homage to Southern California's diverse natural landscape. The exhibit opens January 27 and offers children of all ages an opportunity to learn about Southern California's different biomes while encouraging gross motor development.

"We couldn't be more excited for our first permanent exhibit in the space – one that highlights and reflects so many of the landscapes of Southern California and teaches children and families about our culture and surroundings. *Wild California* embraces our mission and embraces the power of play for our young visitors," said Catherine Welch, Board President and Co-Founder, Southern California Children's Museum.

The addition of *Wild California* reinforces SCCM's commitment to celebrating Southern California through dramatic play. This exhibit builds on the organization's mission to bring quality, play-based, educational experiences to children in the community. *Wild California* will feature multi-tiered play spaces including a climbing wall, balance surfboards, a toddler-appropriate "tidal pool," magnetic play, and more. The vignettes are reminiscent of Southern California's natural wonders such as camping in Joshua Tree, exploring the historic orange groves, or playing in one of the local beaches. Patrons will learn about local wildlife, plants and go from sea to sky in one afternoon.

Wild California opens to the public on January 27, 2020 and is presented with support from our patrons and the donor community. Admission will be free on opening day.

For SCCM hours, admission, and more information, including additional events and programming from SCCM such as story time meet-and-greet with a beloved local children's book illustrator, the signature Touch-A-Truck event in the Fall, and Spring/Summer camp offerings for children 8 and under, 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.