

Media Contact: Arielle Sherman
Zimmer Children's Museum
323.761.8141
arielle@zimmermuseum.org

FOR IMMEDIATE RELEASE



“GROW WITH US” GIFT MEMBERSHIP DRIVE LAUNCHES AT THE ZIMMER

LOS ANGELES, CALIF. (November 15, 2012) – Beginning Tuesday, November 20th, when someone purchases a gift membership at the Zimmer Children's Museum, he or she will get a toy gardening gift* on us!

All membership purchases support the Zimmer Children's Museum's Family Access Program, part of our We All Play Initiative. We All Play includes free and discounted admissions for families who qualify, need-based scholarships for Zimmer camps and classes, and subsidized admission for field trips from low-income Pre-K and Title I schools.

As well as maintaining very reasonable admission and membership fees, each year, hundreds of low-income families are able to experience the programs of the Zimmer Children's Museum for free or at deeply discounted admission and membership rates through our Family Access Program. The Zimmer also offers blocks of family passes to partner agencies who serve children whose financial situations may be a barrier to visiting the museum.

During this gift membership drive, anyone who donates \$88 or more (the price of a basic family membership) will still get a gardening gift on us. For any purchases or donations made online, we will hold the garden kit at the museum for pick up.

*While supplies last.

About the Zimmer Children's Museum

The **Zimmer Children's Museum** is a nonprofit cultural institution located on Museum Row in Los Angeles, featuring hands-on exhibits for children ages 0-8 to explore BIG IDEAS in creative and inspiring settings. The Zimmer is also the only museum dedicated specifically to kids and families in Los Angeles. The **Zimmer Children's Museum** is dedicated to teaching people about the BIG IDEAS of global citizenship, community responsibility, and cultural sensitivity. Our mission is to promote values that help make a better society through interactive learning, creative self-expression and art experiences for children. For more details about the museum and its programs and events, please visit <http://www.zimmermuseum.org>.

###