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FOR IMMEDIATE RELEASE

Los Angeles' Only Children's Museum Sets Record Attendance New Audience Fuels Many New Programs at the Zimmer Children's Museum

Los Angeles, CA – The Zimmer Children's Museum in Los Angeles set a new attendance record last year by attracting 50,000 visitors. This number is up 25% from 2010, with the majority of new visitors seen in the last six months of 2011. Annual memberships are also keeping pace having increased by 25% in 2011 as well. January 2012 membership and attendance totals alone are double those from January 2011 setting an even steeper growth trajectory for the upcoming year.

Promotions run by the Zimmer, like a July 2011 Living Social deal that sold over 2,000 family passes in just 48 hours, are bringing an entirely new audience through the museum's doors.

"Clearly, there is a great demand for arts and cultural programming for children, youth, and families in this city. Huge numbers of people are discovering the children's world we have created. They come from all neighborhoods and all walks of life and reflect the diversity of Los Angeles," says Esther Netter, the Zimmer Children's Museum CEO.

Located on Museum Row in the Miracle Mile district, the Zimmer Children's Museum is now the only children's museum in Los Angeles. In response to the growth, in the past year, the Zimmer has brought on a new Museum Director, 2 full time Education Department staff members, as well as a full time Communications Coordinator.

"In order to address this growing demand for our programs, the museum added a new position, Associate Director of Play and Learning," says Museum Director, Julee Brooks. "Maria Palazzolo's charge is to develop new public programs and community engagement initiatives."

To serve this growing audience and ensure access, the Zimmer Children's Museum is launching new program initiatives including Open Door Days, which premiered at the Zimmer on February 20th. Four times a year, the museum is open exclusively for families with children with special needs. With lower cost and limited capacity, Open Door Days allow families to enjoy the Zimmer in an understanding community. Brooks adds, "We are also expanding on-site programs and devising mobile units to bring these experiences to other areas of the city."

"We are thrilled with the streams of people coming in the door and calling in support of what we do in the museum and in our arts education outreach program, youTHink," Netter concludes. "We expect this growth to continue, and we are actively pursuing every avenue to broaden our reach, both inside and outside our walls."

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>.

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