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Greensboro Children's Museum Reveals New Play Plaza, New Look and New Heights *Museum Hosts Grand Opening of Reaching Greater Heights Capital Campaign: Phase One*

Greensboro, N.C. (March 10, 2017) – Six months after announcing their “Reaching Greater Heights” capital campaign, Greensboro Children’s Museum will disclose the completion of phase one with a grand opening event. The event, taking place next month will reveal the installation of a brand new outdoor play plaza, outdoor classroom and redesigned museum entrance to better accommodate school groups, community groups and families.

The outdoor play plaza will consist of two European-imported 30-foot-tall Neptune XXL Climbers connected by a suspended net tunnel at a height of 25 feet, the only ones of their kind in the world. The redesigned entrance will include a bus drop-off, automatic doors, and shade and rain structure designed to accommodate large groups visiting the museum.

In conjunction with the expansion, the museum is also debuting a new logo and tagline, ‘everything imaginable.’ Greensboro-based marketing agency, SFW, is responsible for developing the new brand. The familiar smiley face and infinity signs have already been removed from the museum, and will be replaced by signage reflecting the new brand in the coming weeks.

“2017 marks our brand’s 18-year anniversary,” says Marian King, Greensboro Children Museum CEO. “We felt it was time our brand evolved, as our physical space is evolving. The new logo embodies movement, energy and new beginnings, and we feel it represents the museum’s growth and future, spurred by the Reaching Greater Heights campaign.”

The \$3 million “Reaching Greater Heights” capital campaign, along with the expansion project that included the addition of three major areas, was announced during a kickoff event last October. Phase two of the capital campaign will include an indoor, interactive water feature and kid-friendly technology center, with construction beginning in late 2017.



On March 13, the museum will launch another campaign, 'giveplayforgood,' inviting the greater community to help them reach 100% of the capital campaign goal. The new integrated campaign, developed by Primary Design in Haverhill, MA, will include a series of PSAs, social media, print and a website all directing donors to www.giveplayforgood.org.

"We're well on our way to achieving our goal of becoming the best children's museum in the Southeast," says CEO King. "Between these new exhibits, our programming and the tremendous support of our community, the Greensboro Children's Museum is truly reaching greater heights."

For more information on the Greensboro Children's Museum, visit www.gcmuseum.com.

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