



FOR IMMEDIATE RELEASE

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A Record Breaking Year of Play at Grand Rapids Children's Museum!

(GRAND RAPIDS, MI) November 8, 2017—The Grand Rapids Children's Museum recently wrapped up the 2016-2017 fiscal year and is excited to share another attendance record has been broken! The GRCM welcomed 205, 803 guests over the past year, shattering the previous record of 195,000 set the previous year.

"A lot of people are to thank for breaking this record, but I want to make sure I thank all the kids and families first and foremost. They are why we are here and do what we do each and every day!" explains Maggie Lancaster, GRCM Executive Director

Factors contributing to the big attendance numbers include the Amazing Dinosaurs! exhibit, Diagnosis: Fun! collaborative exhibit with Helen DeVos Children's Hospital, a week of special performances during Spring Break, three summer camps, popular daily programs that focus on STEAM based open-ended learning, such as Toddler Time, Open Paint, and Discovery Studios, increased outreach programs, and special events like the Grown Up Play Date and 20th Birthday Street Party. This year also included a proclamation from Mayor Rosalyn Bliss naming July 31st Grand Rapids Day of Play in honor of the museum's 20th birthday.

Since opening downtown in July 1997, over three million people have smiled, laughed, and by embracing the museum mission of being an environment for play, advocating for the value of play, and building minds through play.

For more, please call Adrienne Brown-Reasner at (616) 235-4726 ext. 204 or email abrown@grcm.org.

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The Grand Rapids Children's Museum is an environment for play, advocates for the value of play, and builds minds through play by providing open-ended, creative, interactive play experiences which have been shown to help the cognitive, social, emotional and physical development of children. Children ages 0-10 learn while having fun each time they visit. The Museum is open to the public Tuesdays, Wednesdays, Fridays and Saturdays from 9:30 a.m.-5 p.m., Thursdays 9:30 a.m.- 8 p.m. (Thursday Family Night 5-8 p.m.) and Sundays noon-5 p.m. Regular admission is \$8.50 per person, Family Night is \$1.75 and **Pals** Members and children under 1 are *free!*

For more information, please visit www.grcm.org.