



## FOR IMMEDIATE RELEASE

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### **Children's Museum First in City of Charleston to Link Admission and Family Incomes**

*Museums for All Program to increase accessibility of high quality museum learning resources*

**Charleston, SC** (December 10, 2015) — The Children's Museum of the Lowcountry (CML) announced that it has joined *Museums for All*, a signature access program of the Association of Children's Museums (ACM) and the Institute of Museum and Library Services (IMLS) to encourage families of all backgrounds to visit museums regularly and build lifelong museum habits. This program will enable families with limited financial resources to visit the Children's Museum of the Lowcountry year-round for \$1 admission per family of up to six people, with the presentation of an Electronic Benefits Transfer (EBT) card.

The Children's Museum of the Lowcountry is the first museum in Charleston and the first in the state of South Carolina to initiate this program. *Museums for All* is part of CML's mission to invite families of all backgrounds to explore environments and experiences that spark imagination and stimulate curiosity through the power of play.

CML already offers free admission to any family with its flagship PNC PLAY Days during the school year on the second Friday of each month, thanks to the PNC Foundation. However, *Museums for All* will allow families unrestricted access to visit CML during all regular, open hours.

The *Museums for All* initiative represents a long stride toward the goal of reaching more children and parents, regardless of financial resources, with the valuable learning resources of museums. Children's museums, with their unique focus on bringing children, families and communities together, are committed to providing access to all. Each year, children's museums host more than 31 million visitors. By joining 47 museums nationwide through the *Museums for All* initiative, CML will further expand its reach and impact in the tri-county community.

"We believe that the Children's Museum of the Lowcountry stands as a cornerstone of development for Lowcountry children," said Nichole Myles, Executive Director at the Children's Museum of the Lowcountry. "Because we know play is essential to learning, we want every Lowcountry child and family to be able to utilize the Museum's resources, and we're moving forward with programs like *Museums for All* in order to provide better access to the Museum so that all families in our community can learn and play together."

#### **About The Children's Museum of the Lowcountry**

The Children's Museum of the Lowcountry is a 501 (c) (3) non-profit organization with a mission to engage young children's potential by inviting families of all backgrounds to explore environments and experiences that spark imagination and stimulate curiosity through the power of play. Open Tuesday – Saturday from 9 a.m. to 5 p.m. and Sundays from 12 p.m. to 5 p.m. Admission is \$12 per person, \$10 for SC Residents and free for Members and children less than 12 months of age. For more information, please visit our website, [www.exploreCML.org](http://www.exploreCML.org).

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