



FOR IMMEDIATE RELEASE

Contact:

McCown Griffin

Marketing Manager

Children's Museum of the Lowcountry

Desk: (843) 853-8962 x223

mccown@exploreCML.org

Children's Museum of the Lowcountry Launches New Website

Charleston, SC (December 21, 2015) — The Children's Museum of the Lowcountry (CML) announces its new website launched on Friday, December 19, 2015. Thanks to the volunteer efforts of SPARC, an Agile Systems Delivery Hub of Booz Allen Hamilton, this project enhances CML's impact as a play resource leader that is accessible and welcoming to Lowcountry families as well as visitors to the area, and was delivered as a pro bono project to CML.

CML's new website introduces enhanced navigation, a clean and playful design and mobile responsiveness. The website continues to provide the latest information on the Museum's interactives, programs, events and other offerings, including parties, camps, membership, volunteer opportunities and donor information. Because the new design is mobile friendly, more Lowcountry families and visitors will be able to follow CML, even with their busy schedules.

"The Children's Museum of the Lowcountry's mission is to engage young children's potential by inviting families of all backgrounds to spark imagination and stimulate curiosity through the power of play and we wanted our website to reflect our play-forward mentality," said Nichole Myles, Executive Director of the Children's Museum of the Lowcountry. "We are immensely grateful to the SPARC team for their phenomenal work on the redesign of www.exploreCML.org."

"Every child that visits the Museum experiences hands-on innovation and creativity. At SPARC, we facilitate a grown up version of this for our team members every day, so working with them was a natural fit for us. Building software can be seen as goal-oriented playtime. We fully support the mission of the Museum and were excited that our efforts could support their growth and development," said Marc Murphy, who leads the SPARC Hub.

About SPARC:

SPARC is an Agile Systems Delivery Hub of Booz Allen Hamilton. Located in Charleston, SC, SPARC provides software development services for the government and commercial sectors to solve their most difficult challenges. By combining forward-thinking technology, engaging team members, and contagious energy, SPARC has created an award-winning software development experience. Come by for a tour, or learn more at www.sparcedge.com.

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. Qualifying *Museums for All* families receive \$1 admission for a up to 6 family members. For more information, please visit our newly designed website, www.exploreCML.org.

###