



**PRESS RELEASE**  
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**SCHEELS Field Day at Discovery Gateway Children's Museum**

*Children's museum to host a sports themed day with free admission sponsored by SCHEELS on Saturday, March 25*

**Salt Lake City, UT** – Discovery Gateway Children's Museum invites guests to enjoy a sports themed day sponsored by SCHEELS, the World's Largest All Sports Store on Saturday, March 25 with free admission all day, and special programming from 11 am – 5 pm.

SCHEELS has been a longtime supporter of Discovery Gateway. Their employees have volunteered in various ways including maintenance projects and assembling science kits. The company believes in the museum's mission and has become a close community partner. *"Sponsoring SCHEELS Field Day at Discovery Gateway is an incredible opportunity to reach children and engage them in physical activities at a young age,"* explains SCHEELS Event Leader Jacey Sharping.

Discovery Gateway Children's Museum is recognized as a Good to Grow museum by the Association of Children's Museums for making significant strides to promote health and wellness to children and families. The key messages of the Good to Grow initiative are eating good foods, getting plenty of exercise, reducing screen time, and connecting with the outdoors.

*"As a designated Good to Grow museum, we are thrilled to deepen our partnership with SCHEELS. Both of our organizations recognize the importance of giving children a chance to be active and healthy,"* says Discovery Gateway's Executive Director Laurie Hopkins.

SCHEELS Field Day programming includes outdoor adventure, sport science, and nature art. In addition, several more community partners will join in on the fun by offering activities and performances for families including Eta Phi Epsilon U of U College of Health, Hogle Zoo, Just Jumpin' Jump Rope Team, Next Generation Yoga, and the Utah Blitz Women's Football Team.

**About SCHEELS:**

*Three acres of potatoes were the seed for the first SCHEELS store in 1902. Frederick A. Scheel, a German immigrant, used the \$300 he earned from that first harvest of potatoes as the down payment on the first SCHEELS, a small hardware and general merchandise store in Sabin, Minnesota. Over the*



*years, SCHEELS opened in surrounding communities, including downtown Fargo, ND in 1930 when Fred M. Scheel bought Swanson Hardware. Firmly planted in the hardware business, SCHEELS started adding a small selection of sporting goods to their stores in 1954. Customer interest grew, and additional sports lines were added with athletic shoes and clothing being introduced to SCHEELS' inventory in 1972. SCHEELS first All Sports Superstore opened in Grand Forks, ND in 1989.*

*SCHEELS currently has 26 locations in 13 states and is opening new stores in Johnstown, CO, Lincoln, NE, Eden Prairie, MN and The Colony, TX over the next three years.*

**About Discovery Gateway Children's Museum:**

*Discovery Gateway Children's Museum is located in downtown Salt Lake City at 444 West 100 South and is a contemporary discovery center offering 60,000 square feet of interactive, hands-on fun. The engaging workshops, programs, and exhibits invite the whole family to create, learn, and play together. It is the mission of Discovery Gateway to inspire children of all ages and abilities to imagine, discover, and connect with their world to make a difference. For information, please call (801) 456-5437, or visit us at [www.discoverygateway.org](http://www.discoverygateway.org).*

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