



PRESS RELEASE
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Discovery Gateway Children's Museum Unveils New Outdoor Exhibit SkyCycle
Children's Museum Unveils the New SkyCycle Exhibit Sponsored by Kid to Kid and The Gateway on Saturday, April 22.

Salt Lake City, UT – Discovery Gateway Children's Museum will unveil a new outdoor exhibit on April 22. Suspended 15 feet in the air, the *SkyCycle* takes physics learning to new heights. Riders explore principles of counterbalance and center of gravity while taking a thrilling ride on a 30-foot track. The *SkyCycle* exhibit will be located on the upper level of The Gateway center across from the museum, and will be open annually April through October.

SkyCycle is made possible through generous support from the museum's community sponsors, Kid to Kid stores, The Gateway and the support of Discovery Gateway Board of Directors. "Kid to Kid is delighted to sponsor this new exhibit that will bring the love of physics to children and families across the Wasatch front and beyond," says President of BaseCamp Inc. Brent Sloan. "The *SkyCycle* is a unique, playful and educational element," said, Jenny Cushing, VP of Leasing for Vestar, "and we are proud to sponsor and have this attraction at The Gateway."

Members of Discovery Gateway Children's Museum will get a special sneak preview of *SkyCycle* on April 21 from 2-5pm and can enjoy free rides for the entire afternoon. The public opening will be the following day on Saturday, April 22. Starting with a ribbon-cutting ceremony at 10:30 am and special guest speakers. There will be music, prizes, giveaways, food trucks, and educational activities.

Younger children and their families are encouraged to attend the opening event on April 22 and enjoy a Strider Bike Adventure Zone from 11 am – 2 pm inside the museum. Strider Adventure Zones are safe and friendly "Ride and Play" demo areas that encourage kids of all abilities from 18 months to 5 years to test ride a Strider Balance Bike and play with other kids, while improving and developing fundamental bike handling skills.

Discovery Gateway is also celebrating Earth Day on Saturday, April 22. Special nature-focused educational programming will be available for patrons, with a take home "plantable earth" art project and alternative energy science experiments.



The *SkyCycle* will be open during regular museum hours: 10am-6pm on Monday – Thursday, 10am-7pm on Friday – Saturday, and noon-6pm on Sunday. *SkyCycle* rides are \$5 or \$3 with museum admission, and the first ride is always free for Discovery Gateway membership holders.

About Kid to Kid:

Kid to Kid is an international franchise that buys and sells gently used children's goods and maternity wear in an upscale environment. With over 100 locations throughout the U.S., Canada, Portugal and Spain, each Kid to Kid store provides a convenient place where families are financially and emotionally rewarded as they recycle their best items. Kid to Kid is a registered trademark of BaseCamp Franchising located in Salt Lake City, Utah. For more information about Kid to Kid, call [801-359-0071](tel:801-359-0071) or visit www.kidtokid.com or www.basecampfranchising.com.

About The Gateway:

The Gateway is an eclectic, mixed-use shopping and entertainment destination located in the heart of Salt Lake City. With over 80 unique shops, restaurants, and amenities—including Wiseguys Comedy Club, Larry H. Miller Megaplex Theatre, The Depot, Discovery Gateway Children’s Museum, and Clark Planetarium—The Gateway continues to serve as an important and thriving part of the Salt Lake renaissance.

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

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