



**PRESS RELEASE**  
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## **Head Start Your Holiday Giving with Discovery Gateway**

*Children's Museum's end of year campaign will sponsor memberships for Salt Lake CAP Head Start families*

**Salt Lake City, UT** – Recognizing the positive impact of quality early childhood educational experiences, **Discovery Gateway: The Children's Museum of Utah** has launched an End of Year giving campaign to provide no-cost memberships to local **Head Start families**. Head Start and Early Head Start are comprehensive early childhood development programs serving low-income children from ages birth to five and their families.

Discovery Gateway strives to reach the disadvantaged children in the Salt Lake community who would benefit most from the museum's early learning experiences, which include pre-school classes in the Curiosity Shop five days a week, in addition to hands-on learning in each of the museum's exhibit galleries. These experiences can help close the achievement gap, improve classroom success, graduation rates and employment opportunities, which is why Discovery Gateway is asking its supporters to help give these children the **gift of learning through play**.

Sponsorships are for families of three, and start at the **\$35** level for a three-month membership, **\$75** for a 6-month membership, and **\$95** for a full year of membership. Contributions at the Open Donation level will help extend sponsored memberships to additional family members.

Salt Lake CAP Head Start serves 1,926 of the most vulnerable children and their families throughout Salt Lake and Tooele counties, with the average annual income for a family in its program at just \$13,840. Facing such adversity leaves little time for enrichment; most of the children served have never had the opportunity to visit a museum. One of Head Start's primary goals is to help parents feel comfortable in their roles as primary educators of their children and to engage in their communities. Discovery Gateway's partnership with Head Start to offer sponsored memberships will provide an invaluable opportunity for their families – a connection to their community, fun time together outside of the home, and learning experiences outside of a classroom.

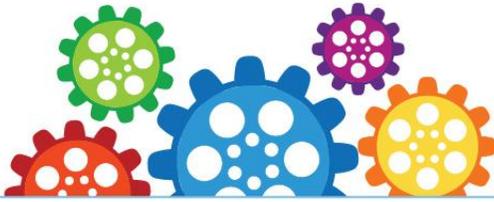
"We are so grateful for Discovery Gateway's partnership and thinking about our families," says Joni Clark, Community Partnerships Manager at Salt Lake CAP Head Start. "With our average family making just \$13,700 a year, having a membership to the museum is an amazing gift that will not go unnoticed. The Head Start staff is thrilled about the educational experiences the children will gain when they visit the museum."

Brent Sloan, a member of Discovery Gateway's Board of Directors, has generously provided a **\$5,000 challenge pledge**, which means every dollar donated, up to the first \$5,000, is matched by this pledge.

For additional information, please call the museum at (801)456-5437, or visit [DiscoveryGateway.org](http://DiscoveryGateway.org).

### **About Salt Lake CAP Head Start:**

*Head Start and Early Head Start are comprehensive early childhood development programs serving low-income children from ages birth to five and their families. Head Start and Early Head Start are federally funded programs that are operated by local entities. Salt Lake Community Action Program is the grantee for Head Start serving Salt Lake and Tooele Counties. Children who attend Head Start participate in school-readiness curriculum that includes literacy, language, science,*



*mathematics, and social-emotional development. They also receive medical and dental services, have healthy meals and snacks, and enjoy playing safely indoors and outdoors. The mission of Head Start is to provide health, education, and promote self-sufficiency for children and families facing adversity.*

**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 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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