



FOR IMMEDIATE RELEASE
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Discovery Gateway to Welcome its Millionth Visitor

Children's Museum to Reach Milestone after Just Over 3 Years in New Location

SALT LAKE CITY—Discovery Gateway children's museum is close to welcoming its millionth visitor since moving to its new location in the Gateway Mall. Calculating average attendance for this time of year, the millionth visitor should occur on Thursday, March 4, 2010. The winning family will be presented with a generous prize package that includes a one-year membership to the Museum; a \$100 gift certificate to the Museum toy store, Discovery to Go!, as well as an excellent selection of the store's top-selling toys; a Museum birthday party; and gift certificates from the following retailers:

- Acme Burger
- California Pizza Kitchen
- Costa Vida
- H2O Salon
- The Gateway Mall

WHO: Discovery Gateway Children's Museum
The Museum's 1 Millionth Visitor Family

WHY: To celebrate reaching the milestone of welcoming 1 million visitors to the children's museum.

WHEN & WHERE: Tentatively: Thursday, March 4, 2010; Time TBD
Discovery Gateway
444 West 100 South
Salt Lake City, UT 84101

VISUALS: Celebration includes a balloon drop, music, and the winning family receiving the prize package from the Museum's executive director and board members. Photo opportunity available.

About Discovery Gateway...

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

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