



PRESS RELEASE
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CONTACT
Kirsta Albert
(801) 456-5437, x104
kalbert@discoverygateway.org

Discovery Gateway: the Children's Museum of Utah to Display Posters from the *See America Project* *An Updated Vintage Poster Exhibit celebrating National Park Month in April*

Salt Lake City, UT – Discovery Gateway is partnering with the National Parks Conservation Association (npca.org) to celebrate National Park month in April. NPCA will be displaying posters from the *See America Project*, (seeamericaproject.com) – an updated vintage poster exhibit, at the museum for families to enjoy. The exhibit will be open to members on Saturday, April 4 at 10 am, with a public opening to follow at 11 am. The opening event will include presentations by local Park Staff, great park-related giveaways, campsite displays where families can play, as well as activities to encourage families to get outside and learn about wildlife, recreation and conservation. NPCA will also provide Junior Ranger booklets and National Park-branded giveaways.

"Discovery Gateway is thrilled to share the beauty of our National Parks with our patrons, continuing our mission of inspiring children of all ages to imagine, discover, and connect with their world to make a difference," said Kirsta Albert, Development & External Relations Director. "This partnership with NPCA is just one of dozens of similar collaborations Discovery Gateway engages in throughout the year to ensure we remain the place where families can go to learn and play together."

Children will be asked to design their own Vintage Park posters for submission in two subsequent exhibit showings at Discovery Gateway including Salt Lake Gallery Stroll on Friday, April 17 from 6 – 9 pm and National Park Week April 20 – 25. Also, all official Junior Rangers who wear their Ranger pin to Discovery Gateway will receive free admission during the month of April. During the event, families will be able to enter to win a prize package that includes a National Park Pass and a one-year Discovery Gateway family membership.

"NPCA has partnered with Creative Action Network to create a new collection of *See America* posters to highlight natural, cultural and historic national park sites nationwide, depicting America's shared history," said Britte Kirsch, Southwest Regional Coordinator for NPCA. "We are pleased to be working with the Discovery Gateway Children's Museum to bring these diverse and beautiful posters to Salt Lake City and to inspire our children to create their own versions. Utahns are fortunate to have so many iconic national parks and monuments in our backyard, and NPCA encourages everyone to head out and enjoy them."

About National Parks Conservation Association

Since 1919, the nonpartisan National Parks Conservation Association <http://www.npca.org/> has been the leading voice in safeguarding our national parks. NPCA and its one million supporters



work together to protect and preserve our nation's natural, historical, and cultural heritage for future generations. For more information, visit www.npca.org

About Discovery Gateway: The Children's Museum of Utah

Discovery Gateway: The Children's Museum of Utah 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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