



## **PLAYDATE – CELEBRATING 40 YEARS OF KIDSPACE**

PASADENA, CA (*August 23, 2019*) Calling all adults! Why should kids have all the fun? This fall KidSPACE Children's Museum will celebrate 40 years of PLAY by hosting its second annual PLAYDATE. On Thursday, September 19 from 6:00 p.m. to 9:30 p.m., guests will be treated to an evening of signature cocktails and tasty bites. Guests will explore the campus with friends and have the chance to 'be a kid again' as they ride adult tricycles, participate in drum circles, race rubber duckies, and of course, sing and dance. This after-hours event will give guests the opportunity to play their way through this one-of-a-kind museum experience.

"I am very proud of the impact KidSPACE continues to make in Southern California – 40 years is a true accomplishment. From excited first time student visitors, to parents who enthusiastically remember their favorite exhibit from childhood, to delighted grandparents who play alongside their grandchildren, it seems that everyone has fond memories of 'growing up at KidSPACE'." Mike Bryant, Board President, went on to say, "We created PLAYDATE as a fun and unique way for adults to 'be a kid again' at KidSPACE, while building and strengthening the museum's annual fund for today's guests and future generations."

PLAYDATE gives the community an opportunity to come together in support of KidSPACE's annual fund, which includes KidSPACE for All access programs and daily activities. In 2018, the museum served nearly 380,000 guests, 90,000 of whom gained access through KidSPACE for All free and discounted programs. This represents a lot of splashing, mud-pies, tugs on the lever, puppet shows, walks across the rope-bridge, and animal encounters. Life-changing moments are made possible each year because community supporters believe in the power of play at KidSPACE.

KidSPACE for All programs include: Free Family Nights, Museums Free-For-All day, KidSPACE on the Road outreach programs, military members discounts, My Masterpieces art program for Pasadena Unified School District's kindergarten students, and EBT reduced cost admission.

PLAYDATE tickets start at \$40. Patron and sponsorship opportunities are also available. Please visit [kidspacemuseum.org/playdate](http://kidspacemuseum.org/playdate) or call (626) 243-4508 for more information.

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This event is made possible by the following sponsors: Armanino LLP, Firestone Walker Brewing Company, JACMAR Foodservice Distribution, Kikori Whiskey, O'Melveny & Myers LLP, Outlook Newspapers, Pasadena Now, Payden & Rygel, Playhouse District Association, and Tito's Handmade Vodka.

**ABOUT KIDSPACE CHILDREN'S MUSEUM**

Kidspace Children's Museum is located at 480 N. Arroyo Blvd., in Brookside Park, Pasadena, CA on 3.5 acres of both indoor and outdoor, interactive environments. The museum features over 40 hands-on exhibits with daily programs and monthly events for children ages 1 to 10. The mission of Kidspace is to nurture the potential of all children through kid-driven experiences, inspiring them to become joyful, active learners. Admission is \$14 for adults and children. Free for children under one year. For more information, visit [kidspacemuseum.org](http://kidspacemuseum.org).

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