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**FOR IMMEDIATE RELEASE**

**June 2, 2008**

**Only 11 Days To Opening!**

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**\* \* \* MEDIA ALERT \* \* \***

- WHAT:** **THE** event of the summer!  
The **GRAND OPENING OF THE CHILDREN'S MUSEUM OF PHOENIX!** – Downtown Phoenix's newest destination for children and parents alike.  
Tickets to the Free Grand Opening Weekend celebrations, presented by **Target**, are the hottest tickets in town and are now sold out! Over 10,000 tickets were downloaded by visitors over a two week period!
- WHEN:** **Saturday, June 14, 2008**  
**9am Ribbon Cutting Ceremony**
- WHY:** To engage the minds, muscles and imaginations of children and the grown ups who care about them. Focusing on early childhood education and school readiness.
- WHERE:** The Children's Museum of Phoenix  
in the Historic Monroe School Building  
215 N. 7<sup>th</sup> Street  
Phoenix, AZ 85034
- VISUALS:**
- **Children** part of the official ribbon cutting ceremony with Mayor Phil Gordon

- **Children** running up the grand staircase of the Museum and being the first into the Museum.
- More **children** waiting in line to get into the Museum.
- The **main attraction** – **The Children’s Museum of Phoenix** – offering **35,000 square feet of hands-on, interactive, fun and educational exhibits** for children birth to 10. **Three floors** of captivating space for all to explore.

**INTERVIEW OPPS:**

- **Mayor Phil Gordon**
- **Robert G. Sarver** (\$1 million donor)
- **Ron Barness** – (\$1 million donor)
- **Deb Gilpin** – Museum President/CEO
- **Tom Ambrose** – President of Museum’s Board of Directors
- **Children, Parents, Grandparents!**

**PARKING PASSES:**

Your media parking pass is attached. **There will be reserved parking spaces for the media in the Museum’s south parking lot. Enter from 7<sup>th</sup> Street.**

**RSVP TO: Marion Wiener, Marketing/PR Manager**

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**PLEASE RSVP SO THAT WE CAN ENSURE THAT ENOUGH PARKING SPACES ARE ALLOCATED TO THE MEDIA.**

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