



MEDIA RELEASE

Children's museum to join The Smith Center in Symphony Park
Gift to The Smith Center for the Performing Arts will complete city's block-sized arts and education complex in the heart of Downtown Las Vegas

August 11, 2010 – LAS VEGAS – Officials from Lied Discovery Children's Museum and The Smith Center for the Performing Arts announced today that Symphony Park will be the future home of the children's museum, where it will be able to expand the interactive, hands-on experiences it provides to the families of Southern Nevada.

The completion of the downtown cultural arts and education block is made possible due to an unrestricted gift of \$56 million from the Donald W. Reynolds Foundation to The Smith Center.

When it opens in the fall of 2012 – shortly after The Smith Center's grand opening in the spring of that year – the nonprofit museum will change its name to Discovery Children's Museum. The building will be named the Donald W. Reynolds Discovery Center.

"This gift gave us a remarkable opportunity to build on the creative foundation already underway at The Smith Center," said Myron Martin, President & CEO of The Smith Center. "We searched for the perfect addition to complete our arts and education complex and we are thrilled to bring this wonderful new project to the families in our community. The Discovery Children's Museum further enhances our educational mission, and creates great synergies for our cultural block."

The Smith Center will use the bulk of the grant, \$43 million, to construct the future home of the Discovery Children's Museum, a 58,000-square-foot building, complete the building's interiors and outfit its exhibit halls with entirely new interactive exhibits. The balance of the grant will be used to construct a parking garage on the site and provide for long-term maintenance for the new buildings.

"In recent years, our board has been exploring the possibility of relocating the museum from its current location to allow for expansion and growth," museum Executive Director Linda Quinn said.

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“Symphony Park provides the ideal synergy between cultural partners while furthering our plans to create a premier children’s museum experience for the Las Vegas community,” Quinn said. “The new Discovery Children’s Museum will build upon the great foundation from its past 20 years and create an experience that is fun and engaging, while remaining relevant to the world in which children grow up, today as well as in the next 20 years.”

Donald W. Reynolds Foundation Chairman Fred W. Smith said he is more than supportive of the plan.

“We believe The Smith Center and the entire complex will have a transformational impact on the quality of arts and educational experiences for families in Las Vegas,” he said. “We couldn’t be more pleased with the direction The Smith Center is taking in partnering with the children’s museum.”

Lied Discovery Children’s Museum is celebrating 20 years in 2010, having opened on September 9, 1990 in the historic Cultural Corridor on Las Vegas Boulevard. In addition to providing a wide array of all-new exhibits, the new museum will be larger, allowing for expanded programs, services and events.

“This is a realization of the vision we’ve always maintained for the museum, and an absolute gift to the children and families in our community,” said Judy Cebulko, President of the Museum Board of Trustees. “It is in honor of the leaders who worked tirelessly to establish this great institution decades ago that we proudly guide the children’s museum to its dynamic new home, where we can fulfill our mission to serve a community when it needs it the most and deserves no less.”

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About Lied Discovery Children's Museum

Lied Discovery Children's Museum was founded as a private, nonprofit educational institution in 1984 by the Allied Arts Council and the Junior League of Las Vegas, and opened to the public in 1990 thanks to the construction of the Las Vegas-Clark County Library building and the generosity of the Lied Foundation Trust. In its 20 years, the museum has grown into a community cornerstone that complements and enhances the educational experience of children and families through interactive, hands-on exhibits and programs. For more information, visit www.LDCM.org.

About The Smith Center for the Performing Arts

The Smith Center for the Performing Arts is a public/private partnership that will become the centerpiece of cultural life in Las Vegas offering a blend of performances by resident companies as well as first-run touring attractions. The 4.75-acre cultural complex will feature inviting lobbies with beautiful balconies, refined acoustics and a tastefully landscaped plaza linking surrounding hotels, restaurants, shops and offices in downtown's 61-acre urban development, Symphony Park. Home to the 2,050-seat Reynolds Hall and the Boman Pavilion, The Smith Center will be a living room for Las Vegas; a place that will educate, entertain and excite the citizens of our great community. The Smith Center broke ground in May of 2009 with a ceremonial carillon bell casting and ringing. In February 2010, it celebrated its "Topping Out" with the raising of 50 tons of steel and is projected to open in 2012. For more information, visit www.thesmithcenter.com.

About Symphony Park

Symphony Park is a planned 61-acre, mixed-use city neighborhood located in the heart of downtown Las Vegas on land owned by the city of Las Vegas. Newland, a diversified real estate company leveraging a national platform and over 40 years of experience to perform challenging and diverse development, investment, management and advisory services across a wide range of real estate, was retained in December 2005 by the city of Las Vegas as Symphony Park project manager. Newland and its affiliates have completed or have underway more than 140 diverse real estate developments, over 20 million square feet of commercial and retail space and 175,000 residential units in 14 states. Considered the single most important element of the revitalization of downtown Las Vegas, Symphony Park is anchored by two key public projects: the Cleveland Clinic Lou Ruvo Center for Brain Health, a highly specialized clinical center housed in an iconic facility designed by famed architect, Frank Gehry; and The Smith Center for the Performing Arts, a magnificent facility designed to become the city's center of culture by renowned architect David M. Schwarz. Planned to encompass more than 10 million square feet of office, medical, residential, retail and hotel/hospitality space, Symphony Park will be developed over a multi-year timeline with a project value of approximately \$6 billion. For more information, visit www.symphonypark.com.

About The Donald W. Reynolds Foundation

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed almost \$350 million to charitable projects in Nevada. For more information, visit www.dwreynolds.org.



FACT SHEET

Description:	Lied Discovery Children's Museum was founded as a private, nonprofit educational institution in 1984 by the Allied Arts Council and the Junior League of Las Vegas, and opened to the public in 1990 thanks to the construction of the Las Vegas-Clark County Library building and the generosity of the Lied Foundation Trust. In its 20 years, the museum has served two million children and families and grown into a true community cornerstone that complements and enhances the region's educational experience through interactive, hands-on exhibits and diverse programming covering science, arts and culture.
Website:	www.LDCM.org
Current Location:	Cultural Corridor in Downtown Las Vegas, 833 Las Vegas Boulevard North
Future Location:	In The Donald W. Reynolds Discovery Center in Symphony Park, Downtown Las Vegas
Future Opening:	2012
Current Space:	35,000 square feet
Future Space:	58,000 square feet
Recent Growth: Total Attendance	
FY 2010:	160,000
FY 2009:	107,000
FY 2008:	87,000

Lied Discovery Children's Museum – Current Information

- Exhibits:** Approximately 100 exhibits in science, arts and culture; Desert Discovery, an exhibition area designed specifically for children 5 years and younger; Cultural Gallery and Donor Gallery, hosting traveling and featured exhibitions.
- Programming:** Science education programming includes Einstein's Corner demonstrations space, featuring daily shows in chemistry and other elementary school curriculum.
Arts and Culture education programming includes daily activities in Creativity Workshop, Desert Discovery and Imagination Station classroom environments.
Early Childhood education programming includes Desert Discovery exhibit area with workshop and Parent Resource Room.
YouthWorks program combines mentoring, job skills training, homework support and career guidance, serving approximately 100 high school students annually.
- Public hours:** Tuesday – Friday, 9 a.m. – 4 p.m.
Saturday, 10 a.m. – 5 p.m.
Sunday, noon – 5 p.m.
Closed Monday, except school holidays
- Summer hours: June 1 through Labor Day
Monday – Saturday, 10 a.m. to 5 p.m.
Sunday, noon – 5 p.m.
- Admission Fees:** \$8.50 adults
\$7.50 children 1-17/Seniors/Military
Children under 1 are free