



*****MEDIA RELEASE*****

**Discovery Children's Museum breaks ground on new
Donald W. Reynolds Discovery Center in Symphony Park**
Bigger facility with all-new exhibits set to open in late 2012

November 16, 2010 – LAS VEGAS – Officials from Lied Discovery Children's Museum, The Smith Center for the Performing Arts, the Donald W. Reynolds Foundation and the city of Las Vegas were present today to break ground for the future home of the children's museum at the Donald W. Reynolds Discovery Center in Symphony Park.

In August, it was announced that a gift from the Donald W. Reynolds Foundation would enable the completion of the downtown cultural arts and education block in Symphony Park, where The Smith Center will open in the spring of 2012. The Smith Center is using the majority of the grant to build a new home for the children's museum, a state-of-the-art building to be named the Donald W. Reynolds Discovery Center.

"The Discovery Children's Museum further enhances our educational mission and creates great synergies for our cultural block," said Myron Martin, President and CEO of The Smith Center. "It is the perfect fit to complete our arts and education complex and we are thrilled to see this wonderful new project break ground."

Joining Martin at the groundbreaking ceremony were Las Vegas Mayor Oscar Goodman, Donald W. Reynolds Foundation President Steve Anderson and Lied Discovery Children's Museum CEO Linda Quinn. Students from Booker Elementary School joined honored guests in celebrating this event, where the new Discovery Children's Museum logo was unveiled.

The children's museum currently is located on Las Vegas Boulevard in the historic Cultural Corridor, where it will continue to serve the children and families of Las Vegas until the new facility is ready to open in late 2012.

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“After 20 years, the children’s museum is ready to take the next step in continuing our mission to serve the families of Southern Nevada,” said Linda Quinn, CEO of Lied Discovery Children’s Museum. “The new Discovery Children’s Museum will set a new standard for interactive education in Las Vegas, and truly establish this organization as a community cornerstone. We are ready to wow our visitors and supporters, and are incredibly excited and proud to have the tremendous partnership of The Smith Center and Symphony Park and the support of the Donald W. Reynolds Foundation.”

When the new museum opens, its name will change to Discovery Children’s Museum. The 58,000-square-foot, three-story building will be nearly twice the size of the current museum, allowing for expanded educational programming. Nine themed exhibition halls will be filled with all-new exhibits that demonstrate the museum’s core educational values of science, arts and culture. The new museum also will provide a larger traveling exhibition gallery, and programming and workshop spaces.

The Smith Center is using \$43 million of the \$56 million grant to construct the Donald W. Reynolds Discovery Center, complete the building’s interiors and outfit its exhibit halls. The balance of the grant will be used for long-term maintenance and to construct a parking garage on the site to provide convenience for visitors to both the museum and the performing arts center. The museum will raise \$12 million to support transition costs and ongoing programs in the new building.

“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,” Fred W. Smith, Chairman of the Donald W. Reynolds Foundation, said. “We couldn’t be more pleased with the direction The Smith Center is taking in partnering with the children’s museum.”

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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 Junior League of Las Vegas and the former Allied Arts Council, 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.