



## FREQUENTLY ASKED QUESTIONS

**Q: What is the National Children's Museum?**

A: Officially designated by Congress in 2003, the National Children's Museum is a nationally recognized cultural and educational institution serving children and families. With a mission *to inspire children to care about and improve the world*, the National Children's Museum will be unique in providing children and their families with opportunities to engage in ways that match a full range of experiences – the virtual experience online, the physical experience in the Museum, and through national programs and partnerships.

**Q: When and where will the National Children's Museum open?**

A: The National Children's Museum's new building is scheduled to open in 2013 in Prince George's County, Maryland's National Harbor, a \$2 billion, 300-acre, mixed-use waterfront development on the banks of the Potomac River. The Museum is active in the community today through its *Museum Without Walls* program, the *Launch Zone* at National Harbor, and its newly redesigned website, [www.ncm.museum](http://www.ncm.museum).

**Q: Who does the National Children's Museum serve?**

A: The National Children's Museum's constituency is the 48 million children under the age of 13 living in the United States. The Museum's regional audience is made up of the 1.2 million children living in the local community and the 17.7 million tourists who visit the Washington region each year.

**Q: How many visitors will the National Children's Museum receive?**

A: The new building at National Harbor is projected to attract 600,000 visitors annually, 75 percent of whom will be from the region, and many more on its website.

**Q: How is the National Children's Museum related to the Capital Children's Museum?**

A: The National Children's Museum is the successor to the Capital Children's Museum, which was located near Washington, DC's Union Station and closed in 2004 after serving the region's families for 30 years. In 2003, the United States Congress designated the former Capital Children's Museum as the new National Children's Museum.

**Q: Why has there been such a long delay between the closing of the Capital Children's Museum and the opening of the National Children's Museum?**

A: Originally slated to be built as part of The JBG Companies development at Washington, DC's L'Enfant Plaza, the Museum began looking for an alternative site when the developer's plans and timeline changed significantly enough to impact the Museum's design and project schedule. The Museum has been hard at work planning for a new, larger facility with ample outdoor space, and looks forward to opening at National Harbor in 2013.

**Q: How is the National Children's Museum funded?**

A: NCM is currently in the midst of a campaign to raise funds to build the new Museum, and is supported through private and public funding from federal, state, and local governments, as well as corporations, foundations, and individual donations.

**Q: How much money has the National Children’s Museum raised to date? How has the Museum been impacted by the recent economic climate?**

A: The total campaign goal is \$182.6 million and, to date, the Museum has met initial private fundraising goals. Because the Museum is currently in the silent phase of the campaign, specific figures have not yet been publically released. The recent economic climate has added some new challenges to the campaign, but the Museum’s powerful mission continues to impact key stakeholders, and NCM is on target to meet a 2013 opening.

**Q: Will the new Museum charge admission? If so, how much?**

A: There will be an admission fee for the Museum, however the exact amount has not yet been determined. Museum leadership is committed to ensuring that NCM will be an accessible and affordable destination.

**Q: What kinds of exhibits and programs will the National Children’s Museum offer?**

A: The Museum will engage kids and families around six core topics: the environment, civic engagement, the arts, play, health and well-being, and world cultures. The goal of all of the Museum’s exhibits and programs is to engage families in their communities and inspire them to make a difference. Specific exhibit plans will be released closer to the Museum’s opening.

**Q: How is the National Children’s Museum serving constituents today?**

A: For the past five years, the National Children’s Museum has been operating as a *Museum Without Walls*, providing a variety of programs, workshops, and traveling exhibits to children and families throughout the region and across the country. In the spring of 2009, the Museum debuted the *Launch Zone* at National Harbor, a 2,700 square-foot space where children can prototype exhibit components and programs and share their ideas about the programs and activities to be included in the new Museum. NCM’s website also provides kids from across the country and around the world with the opportunity to provide feedback and test exhibit and program content online to help shape the Museum.

**Q: What makes the National Children’s Museum “national” and different from other children’s museums?**

A: A national survey shows that 90 percent of the 48 million children under the age of 13 in the United States want to get more involved and give back to their communities and our country. Unfortunately, too many of them lack the opportunities to do so, which is why Congress designated the National Children’s Museum (NCM) as a world-class cultural and educational center designed to inspire children to care about and improve the world. The Museum will serve millions of children and their families nationwide every year through a one-of-a-kind learning center at National Harbor; exciting online “e-zibits”; and through a nationwide network of partners and programs that share the NCM mission.

**Q: Who are the National Children’s Museum’s partners?**

A: In addition to colleagues in the museum field, NCM is partnering with a wide variety of national and international organizations that are aligned with its mission and core content areas, including: America’s Promise – The Alliance for Youth; National Institute for Child Health & Human Development; U.S. Department of the Interior, National Park Service; National Association for the Education of Young Children; and Zero to Three, among others.

**Q: Are there opportunities to become involved with the Museum now?**

A: The Museum offers regular programs and activities at the *Launch Zone* at National Harbor, open to the public seven days a week. A monthly calendar can be accessed at [www.ncm.museum](http://www.ncm.museum). Volunteer and donation opportunities are also available on the National Children’s Museum website.

**Q: Where is the National Children's Museum headquartered?**

A: The National Children's Museum's administrative office is located in L'Enfant Plaza in Southwest Washington, DC. The *Launch Zone* is located at 112 Waterfront Street in National Harbor, Md., future home of the Museum.

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