

# NATIONAL CHILDREN'S museum

## FACT SHEET

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**Executive Team:** S. Ross Hechinger, Chairman of the Board of Directors  
Alan G. Hassenfeld, Campaign Chair  
Kathy Dwyer Southern, President & CEO  
Stephen Richard, Vice President of External Relations  
Willard Whitson, Vice President of Public Programs & Exhibitions

### Overview:

With a mission to inspire children to care about and improve the world, the National Children's Museum (NCM) is 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.

### Museum Highlights:

- The National Children's Museum was officially designated by Congress in 2003 as a nationally recognized cultural and educational institution serving children and families.
- Scheduled to open in 2013, NCM joins National Harbor – a \$2 billion, 300-acre, mixed-use waterfront development – to transform the banks of the Potomac into a new gateway to the national capital region for kids and families.
- NCM will serve a national constituency of 48 million children under the age of 12, beginning with the 1.2 million children living in the local community, and the 17.7 million tourists who visit the Washington, DC region each year.
- The Museum expects to attract 600,000 visitors annually, 75 percent of whom will be from the DC-metro area, and many more on its website.
- NCM's new 150,000 square-foot building, designed by architects Pelli Clarke Pelli, will be LEED certified with environmentally friendly and sustainable practices reflected in its exhibits, programs, and services.
- The Museum engages 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.
- NCM continues to serve the community today through its *Museum Without Walls* program, which provides programs, workshops, and traveling exhibits for children and families throughout the region and 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 the opportunity to test exhibit and program content online and help shape the Museum.
- 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 other organizations.

### History:

The National Children's Museum has a 35-year history of service to kids and families. NCM is the successor to the Capital Children's Museum (CCM), located near Washington, DC's Union Station, which closed in 2004 after serving children in the region for 30 years. In 2003, the United States Congress designated the former CCM as the new National Children's Museum, scheduled to open at National Harbor in 2013.

### Media Contact:

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