



FOR IMMEDIATE RELEASE
November 11, 2009

**Kidzu Secures Expansion Site on Wallace Deck:
Town's Contribution of Site Valued at \$4 Million**

Monday night, the Chapel Hill Town Council made history, voting unanimously to offer Kidzu Children's Museum a site for our expansion museum on the Wallace Parking Deck rooftop in downtown Chapel Hill. This gift of a site, valued at \$4 million, will launch an innovative public-nonprofit partnership, moving us one giant step closer to creating a larger, permanent home for the museum.

The Town's extraordinary contribution will include a \$1/year, 99-year lease for the site, including space for a building and outdoor exhibits. We plan to raise an additional \$6-7 million to construct the building and create the exhibits. The Kidzu-Town collaboration will retain a portion of the rooftop as a public park and will provide the Town with access to the outdoor areas for special events.

The Wallace Deck Rooftop site will allow Kidzu to do and be so much more for our community. This new site will increase the size of our facility seven-fold or more, with ample room to grow in the future. It will substantially increase our space for exhibits, programs and special events, allowing us to serve a wider age range of children, offer multiple programs concurrently, and welcome many more visitors.

Our vision for the future is to become one of the nation's leading educational innovators and an exceptional community children's museum that serves, celebrates and reflects all members of our community. The Wallace Deck site fully supports this vision. It is a highly creative use of a space that has been historically underutilized. Perched two stories above Rosemary Street just behind the Post Office building, the unique site offers beautiful views of our downtown and outstanding opportunities for creative exhibits, programming, outreach and special events. The opportunity to create a building of our own design is enormously important to fulfilling our vision.

Putting Kidzu on the Wallace Deck is good for Kidzu, our downtown and our entire community. Keeping Kidzu in downtown Chapel Hill will help the museum remain highly accessible by bus, car, bike, trike, scooter, stroller, and foot. The downtown location will maximize our attendance, attracting locals, tourists and university visitors alike. It will allow Kidzu to nurture and grow our many, many partnerships with UNC programs, faculty and students. We can continue hosting the dozens of UNC volunteers, work-study students and Teaching Fellows who bring Kidzu to life each year. Their talents and energy are a vital resource for Kidzu. And, the presence of Kidzu's young visitors and their families will help revitalize our downtown.

Dream with us! Visit our expansion museum website at www.newkidzu.org to follow our progress, share your ideas, make a contribution, and learn about ways to volunteer and support us. While many details remain to be determined, we are currently hoping to open the new museum in 2013-2014. There's a great deal to accomplish before then. It takes an entire community to build a great children's museum and we need your help.

This milestone is the result of years of hard work by many, many people in our community. Whether you are a museum member, volunteer, supporter, fan or all of the above, we would never have gotten here without you. On behalf of the children of our community, thank you for helping make Kidzu's dreams come true.

About Kidzu

A nonprofit 501(c)(3) organization, Kidzu Children's Museum provides playful, hands-on learning experiences for young children aged 0-8 years and their caregivers. Located in downtown Chapel Hill at 105 E. Franklin Street, the museum features engaging educational exhibits, programs, and outreach to children and families in need. Special programs are offered weekly (visit website for a full schedule) and field trips and birthday parties are also available.

Hours: Tuesday-Saturday, 10 a.m.-5 p.m., Sunday from 1-5 p.m. Admission: \$4 for every person aged 24 months or older. Kidzu is open for free every Sunday from 1-5 p.m. For more information, visit www.kidzuchildrensmuseum.org or call 919-933-1455.