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LOUISIANA CHILDREN'S MUSEUM BREAKS GROUND IN NEW ORLEANS CITY PARK

Major Educational and Visitor Attraction to Focus on Early Childhood Learning

NEW ORLEANS (May 20, 2017) – Kid-sized shovels were hard at work in New Orleans City Park today as the Louisiana Children's Museum (LCM) broke ground at its new site, bringing the child-centered, family-friendly museum one step closer to reality.

The ceremonial groundbreaking was celebrated by LCM Chief Executive Officer Julia Bland, along with Senator JP Morell, Representative Walt Leger, Louisiana Assistant Commissioner of Administration Mark Moses, New Orleans Chief Administrative Officer Jeff Hebert, City Park CEO Bob Becker and LCM Capital Campaign Chair Lizette Terral.

"Today we are breaking ground both literally and symbolically," said Bland. "We are ready for construction to begin, but we are also celebrating the ground breaking public/private partnerships that have come together to make a difference in the lives – and futures – of Louisiana's youngest citizens."

With an investment from the State of Louisiana, strategic partnerships and funds secured through private donations from 63 cities in 18 states and the District of Columbia, LCM has secured \$45.5 million needed to begin the project. Major donors Boysie and Joy Bollinger, The Jaeger Foundation and Patrick F. Taylor Foundation, along with more than 330 other donors, have contributed so far to the capital campaign. The capital campaign has been led by chair Lizette Terral, with co-chairs Nancy Marsiglia, Anne Milling and Poco Sloss.

“This new Louisiana Children’s Museum is a very important long-term investment for the State of Louisiana,” said Senator Morell. “Working together on this model for early childhood learning, we are creating an engaging place to learn and play that will open up new worlds for the children of Louisiana today and into the future.”

Bland added, “This new facility, along with our many important partnerships, will give us the environment, resources and tools to positively impact early learning and education – a critical need in Louisiana which regularly falls at the bottom of national child well-being rankings.”

Twenty-four children assisted the following VIPs and special guests in breaking ground: Bob Becker, Taylor Beery, Julia Bland, Michelle Bourg, Vince Giadina, Jeff Hebert, Walt Leger, Nancy Marsiglia, Anne and Kind Milling, JP Morrel, Mark Moses, Caroline and Bo Reilly, Paul Simoneaux, Poco Sloss, Allison Stouse, Lizette Terral and Kendall Winingder.

About LCM in City Park

LCM in City Park will have indoor and outdoor environmental elements, including decks, bridges, sensory and edible gardens, a floating classroom and a restored interpretive wetlands area. The building itself will sit on less than one acre, overlooking a lagoon, situated on an eight and one-half acre site.

The new campus will include five new indoor exhibit galleries, as well as a literacy center, a parent/teacher resource center, museum store, and a café. Other museum additions will include a life-sized interactive chess board which will teach children about New Orleans’ history, an experiential floating classroom on the lagoon’s edge in the wetlands environment and a Mighty Mississippi exhibit which tells the story of the journey of the River from Minnesota, through Dubuque and Memphis, all the way to the Port of New Orleans and the Gulf of Mexico.

Architecture, Exhibit Design and Construction

LCM selected Seattle-based Mithūn, a national leader in sustainable design, as its lead architect. Mithūn is supported locally by Waggoner & Ball. The new exhibits were designed by Gyroscope, Inc., an award-winning museum planning, architecture and exhibit design firm, located in Oakland, CA. LCM anticipates awarding the construction contract this summer. Construction is estimated to take approximately 20 months. The planned designation is LEED Silver, which will be the first such designation in New Orleans City Park.

About LCM

LCM is the primary resource in the State of Louisiana developed specifically for young children and their families that is open to the public.

LCM at 420 Julia Street in New Orleans' Warehouse District between Magazine and Tchoupitoulas Streets will remain open during construction of the new facility in City Park (anticipated opening in early 2019). The museum is open Tuesday through Saturday from 9:30 a.m. until 4:30 p.m. and Sunday from 12:00 p.m. until 4:30 p.m. General admission is \$8.50 per person for adults and children 12 months and older. LCM members receive free general admission Visit www.lcm.org to learn more about the LCM or call 504-523-1357.

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Editor's Note:

Hi-Res renderings are available to accompany this story.