

Press Release

For immediate release

Hong Kong Children's Discovery Museum Marks Its First Birthday, Offering Limited Free & Discounted Tickets, Embark On A Memorable Play-Learning Experience



**一週年啦！
1st Birthday!**

2019年9月21日的生日優惠門票，可於9月2日中午12時起，在本館網站上購買。

優惠碼
Discount code
CDM2019ONEBD

Tickets for 21 September 2019 will be available from 2 September 2019 at noon.

1 入場門票九折優惠！
10% off for all admission tickets!

2 九月生日的一至十二歲兒童可免費入場！
FREE entry for children (1 - 12 years old) whose birthday is in September!

**免費門票
FREE Ticket!**

**和朋友分享生日樂趣吧！
SHARE THE NEWS WITH YOUR FRIENDS!**

HKCDM.official
HKCDM

*上述優惠受限於條款及細則約束 The above offers are subject to terms and conditions

Hong Kong, August 28, 2019 — Opened to the public in September 2018, Hong Kong Children's Discovery Museum ("CDM") is the city's first museum dedicated to child-centered play. CDM believes play contributes to every child's development into constructive, well-balanced, and engaged citizens. Yet it is well surveyed that children in Hong Kong have insufficient time to play and are encouraged to engage in more child-led activities, according to a survey of The Boys' & Girls' Clubs Association of Hong Kong¹ in 2019. Since opening, CDM has welcomed more than 50,000 visitors and facilitated more than 100 field trips with kindergartens, primary schools, and non-governmental organizations, enriching children's lives through child-led play and play-based learning experiences.

In July 2019, CDM introduced its inaugural museum-wide special exhibit theme, "Amazing Bugs!". The theme can be experienced across CDM's existing permanent exhibits related to academic subjects of Science, Technology, Engineering, the Arts and Mathematics (S.T.E.A.M), language and literacy, culture, and environmental awareness/stewardship. The special exhibit theme also marks the launch of the museum's first add-on package, "Bug Quest", which deepens children's learning experience through special challenges. In a

¹[https://www.bgca.org.hk/files/bgca/PDF/%E9%A6%99%E6%B8%AF%E5%85%92%E7%AB%A5%E9%81%8A%E6%88%B2%E7%8B%80%E6%B3%81%E8%88%87%E5%BF%AB%E6%A8%82%E8%AA%BF%E6%9F%A5\(Summary5.1\).pdf](https://www.bgca.org.hk/files/bgca/PDF/%E9%A6%99%E6%B8%AF%E5%85%92%E7%AB%A5%E9%81%8A%E6%88%B2%E7%8B%80%E6%B3%81%E8%88%87%E5%BF%AB%E6%A8%82%E8%AA%BF%E6%9F%A5(Summary5.1).pdf)

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scavenger hunt style game, “Bug Quest” exemplifies the benefits of child-led play and invites caregivers to join along.

In honor of CDM’s 1st birthday and the continuous support of visitors and donors, the museum has prepared special offers to those who visit the museum on September 21, 2019. The offers are especially for families and friends of children aged 12 years old and under.

Celebrate CDM's Birthday with Limited 10% Discount Tickets

CDM offers a 10% discount on admission tickets to experience the museum. Starting from **September 2, 2019 at noon**, those who wish to visit on September 21, can purchase admission tickets through CDM’s online ticketing platform by applying special code **"CDM2019ONEBD"** upon checkout. Each ticket allows entry for one session of choice. Each session is two and a half hours. Tickets are limited and offered on a first-come, first-served basis.

First 100 September Children Enjoy Free Admission & Bug Quest Set

In addition to the 10% discount on tickets, the first 100 children born in September, between the ages of 1 and 12 (before or on September 21, 2019), will be admitted free of charge on September 21 and will receive a "Bug Quest" package. The complete “Bug Quest” package includes: a take-home Quest activity map, one 10% discount coupon for a return visit, and a mini color pencil set with a sharpener.

To play the “Bug Quest”, children become Bug Scouts and dig deeper into “Amazing Bugs!” to complete special challenges and earn stamps. After collecting all six stamps, they earn the title Bug Master and are featured in the online Bug Master Hall of Fame photo gallery. Upon their return visit, children can don the Bug Master sash for all to see and be of assistance to other Bug Scouts.

To enjoy the free birthday admission, visitors must purchase through the online ticketing platform. Select the option for "September Birthday Child" and present relevant identification documents upon admission. Please note that “Bug Quest” packages are designed for children aged 2 through 5 and 5 to 10 years old, and can be chosen according to the age of the child upon the day of the visit.

The above offers are subjected to relevant Terms and Conditions. Please refer to the Hong Kong Children’s Discovery Museum website at www.childrensdiscoverymuseum.hk or follow our Facebook page [@HKCDM.official](https://www.facebook.com/HKCDM.official) or/and Instagram [@HKCDM](https://www.instagram.com/HKCDM) for the latest announcements.

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About Hong Kong Children's Discovery Museum

Opened to the public in September 2018, Hong Kong Children's Discovery Museum ("CDM") is the city's first museum dedicated to child-centered play. We are an educational playscape for all Hong Kong communities to explore, create, and express themselves together. Located in North Point, CDM's 6,600 square foot venue welcomes visitors to engage with interactive exhibits and facilitated programs. Our setting uniquely reflects Hong Kong's people and culture, and is designed especially for children 10 years old and under. As of the end of June this year, CDM has recorded more than 50,000 visitors, and is committed to enriching children's lives through educational hands-on exhibits, play-based learning experiences, and interactive facilitated programs that spark lifelong learning across generations.

Hong Kong Children's Discovery Museum is a member of the Association of Children's Museums, and generates its revenue from ticket admissions and from the support of generous donors. We are not affiliated with nor receive any donations from the HKSAR Government. (Tax-exempt Charity File No.: 91/15452)

Address: 1/F, China United Centre, 28 Marble Road, North Point, Hong Kong

Opening Hours:

- Tuesdays to Sundays and most public holidays
- From 9am to 6:30pm

Session Times: One session is 2.5 hours. Please see the following link for further detail:
<https://www.childrensdiscoverymuseum.hk/tc/openinghours>

Session Prices:

	Infant (Under 1yr old)	Child (1-12 yrs old)	Teen/Adult (13-64 yrs old)	Senior (65 yrs old and above)	People with disabilities
Tue-Fri (except Public Holidays)	\$60	\$90	\$60	\$20	\$45
Weekend & Public Holidays	\$80	\$110	\$70	\$25	\$55

Detail: www.childrensdiscoverymuseum.hk

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For more details, please contact:

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