



Discovery Gateway Children's Museum and Mark Miller Subaru

Opens "miniature" Children's Museums at Mark Miller Subaru Store

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Mark Miller Subaru and Discovery Gateway Children's Museum have collaborated to open "miniature" Children's Museums inside Mark Miller Subaru stores for their customers and will unveil the new kids' play areas and interactive exhibits during an open house and ribbon-cutting event.

Mark Miller Subaru and Discovery Gateway invite their customers and the public to join the open house event on Wednesday, February 2 from 4-6 PM at Mark Miller Subaru South Towne (10920 S State St, Sandy, UT 84070). Following a brief ribbon-cutting ceremony at the beginning of the event, families will get to explore the new play spaces, engage with Discovery Gateway staff in special activities, and enjoy food and refreshments. Everyone who attends will receive a free Discovery Gateway Family Pass (day pass) and will be entered into a drawing for a chance to win a Discovery Gateway Family Membership (annual membership).

This collaboration between Mark Miller Subaru and Discovery Gateway marks the first in Utah history that a Children's Museum has installed exhibits in a car retailer showroom. There are three miniature museums in total, one at the Mark Miller Subaru Midtown location in South Salt Lake and two at the Mark Miller Subaru South Towne location in Sandy. To make the connection and keep it simple, the kids' areas have been named "Discovery Gateway Children's Museum at Mark Miller Subaru."

"We have a great relationship with Mark Miller Subaru because both of our organizations share a commitment to making our communities better for children and families," said Kathleen Bodenlos, Discovery Gateway CEO and Executive Director. "This is such a great opportunity for us to go beyond the walls of our Children's Museum and give Mark Miller Subaru customers a mini-museum experience in their stores."

This project builds off another first for the partnership. In May of 2018, Mark Miller Subaru became the first automotive retailer to join forces with a Children's Museum to create an in-museum exhibit. The Mark Miller Subaru Express Service Exhibit inside Discovery Gateway boasts a kid-sized model of a Subaru Ascent that is interactive for all ages. Kids can work under the hood, slide under the car to change the oil, and "fill" it with gas. There is also an official Subaru Service uniform for kids to wear so they don't spill pretend oil on them while working on the car. It has been one of the Children's Museum's most popular exhibits since it opened.

Another unique addition to the partnership is the eight Subaru Impreza vehicles Mark Miller Subaru has helped Discovery Gateway acquire, as part of their science outreach fleet. Every day these Subaru vehicles are the source of children being able to experience the magic of learning through play outside of the Museum. The outreach fleet travels across the state to provide informal science education lessons to classrooms in every school district in Utah.

"Mark Miller Subaru's partnership with Discovery Gateway Children's Museum is one of our most treasured relationships," said Jeff Miller, Mark Miller Subaru CEO and General Manager. "It's through this unique

collaboration that we at Mark Miller Subaru can live the Subaru Love Promise, which is our community commitment to help make the world a better place by simply being more than a car company.”

Discovery Gateway helps inspire children of all ages and abilities to imagine, discover, and connect with their world to make a difference. Through the Subaru Loves Learning initiative, Mark Miller Subaru’s partnership with Discovery Gateway helps bring learning for kids into real-world experiences. Check out the Subaru exhibits next time you visit Discovery Gateway Children’s Museum or Mark Miller Subaru.

About Discovery Gateway Children’s Museum

Discovery Gateway Children’s Museum is located in downtown Salt Lake City at 444 West 100 South and is a contemporary discovery center offering 60,000 square feet of interactive, hands-on fun. The engaging workshops, programs, and exhibits invite the whole family to create, learn, and play together. It is the mission of Discovery Gateway to inspire children of all ages and abilities to imagine, discover, and connect with their world to make a difference. For information, please call (801) 456-5437 ext. 136, or visit us at www.DiscoveryGateway.org.

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