

Discovery Gateway Children's Museum Expands Popular Grocery Store Exhibit

SALT LAKE CITY, UT – April 21, 2025 — Utah's longest running children's museum, [Discovery Gateway Children's Museum](#), is set to unveil a new expansion to the enduring and very popular Macey's Grocery Store Exhibit on May 3, 2025 at 11 a.m.

Thanks to generous support from [Associated Food Stores](#), the Macey's Grocery Store Exhibit has received substantial updates that include an interactive addition to enhance the museum's dedication to learning through play. The interactive addition to this exhibit is a hand crafted Associated Food Stores semi truck that teaches through play how food gets to grocery stores. Families are invited to open up their imagination as they sit behind the steering wheel, unload the truck, stock shelves, and shop for food in a newly elevated and cohesive experience.

"This exhibit nurtures real-world play, which is crucial for early childhood development – it helps kids connect what they learn in a hands-on environment to real-life experiences. It bridges the gap between play and learning, preparing them with important social, cognitive, and practical skills they'll use throughout their lives," said Kathleen Bodenlos, CEO of Discovery Gateway Children's Museum. "With more than 150,000 visitors annually, the Children's Museum plays a vital role in promoting education and creativity within our community."

"Associated Food Stores is proud to support Discovery Gateway and its mission to inspire children and families," shared AFS' President and CEO David Rice. "For 85 years, we've championed local grocery stores and the communities they serve, and we're excited to partner with an organization that shares our commitment to making a positive impact in the community."

This partnership between Associated Food Stores and Discovery Gateway Children's Museum demonstrates a shared commitment to the museum's mission to inspire children of all ages to imagine, discover, and connect with their world, as well as providing innovative learning spaces for kids within the state of Utah and for families who visit from afar.

A grand opening event will take place at Discovery Gateway Children's Museum to unveil the new additions on May 3, 2025 at 11 a.m., and will include remarks from Associated Food Stores executives and the Children's Museum about their partnership, followed by a ribbon cutting, and light refreshments for attendees. Families are invited to join with museum admission.

About Discovery Gateway Children's Museum

Located in the heart of downtown Salt Lake City at 444 West 100 South, Discovery Gateway Children's Museum is a premier destination for hands-on learning and imaginative play. A staple in the community for almost 50 years, it features 60,000 square feet of interactive exhibits designed to spark curiosity and creativity in children of all ages. Additionally, it is Utah's only museum with a dedicated focus on STEM education, offering immersive experiences in science, technology, engineering, and math, alongside exhibits that highlight art, health, and community. Welcoming 177,000 visitors annually, Discovery

Gateway Children's museum is committed to educational experiences that inspire lifelong learning and foster the next generation of innovators and leaders.

About Associated Food Stores

Associated Food Stores is a retailer-owned cooperative based in Salt Lake City, Utah. Since 1940, it has empowered independent grocers with warehousing, distribution, logistics, and retail solutions. What began as a partnership between 34 grocers to strengthen buying power and compete with national chains has grown into a network of nearly 500 stores across the Intermountain West. Over 85 years later, Associated Food Stores remains rooted in its founding mission—while continuing to lead with innovative solutions in a rapidly evolving industry. Learn more at afstores.com.

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