

The Children's Museum of the Upstate Reopening and New Mission

Greenville, SC (Tuesday, June 23, 2020)—The Children's Museum of the Upstate, with locations in Greenville and Spartanburg, announced that both locations will reopen to the public on Tuesday, July 7. TCMU closed to the public on March 16 to help stop the spread of COVID-19.

Both locations will be open to the public Tuesday-Friday (10 a.m. to 3 p.m.), Saturday (10 a.m. to 5 p.m.) and Sunday (11 a.m. to 5 p.m.) TCMU-Spartanburg will require pre-registered advance tickets due to limited capacity. Tickets can be reserved online at <https://www.tcmupstate.org/spartanburg-visit>.

The museum will reopen with several safety modifications, including newly installed sanitizing wipe stations, routine museum cleanings and a revised entryway to ensure intentional flow and social distancing. Following CDC guidelines, TCMU staff members will be required to wear a mask and have temperatures checked upon arrival. Adult guests will be required to wear masks. Children will not be required to wear masks. Masks will be available for purchase as available.

All active memberships will be extended by four months due to the museum's closure. Prior to the public opening, TCMU will be hosting various member only days for active members.

TCMU-Greenville will be open for members only Saturday, June 27th (10 a.m. to 2 p.m.) TCMU-Spartanburg will be open for members only Saturday, June 27th (12 p.m. to 4 p.m.) Both locations will be open for members only July 1, 2, and 3 (10 a.m. to 3 p.m.)

TCMU also announced a limited time only discounted membership offer (valid through December 31, 2020) for \$99. Purchase of this membership grants access to all upcoming member days and provide Basic Membership benefits. Memberships are available during the month of July at <https://www.tcmupstate.org/membership>.

In conjunction with its reopening, TCMU has also implemented a new vision and mission statement. Developed in partnership with senior leadership and a community led strategic task force; and by Change Develop Move, a nonprofit consulting firm out of Charleston, SC, the new vision statement is to "create a world where no barrier is bigger than a dream", with a corresponding mission to "ignite a community of compassionate problem solvers through intentional and inclusive play." These statements have already, and will continue to, fulfill the museum's strategic plan to develop inclusive and diverse programming, create a community-driven environment for multi-generational families, and sustain the institution for the future.

Hillary Spencer, TCMU's President and CEO, says of TCMU's reopening, "When we closed the museum in March, we were uncertain of what the next few months would hold. After following the guidelines released by the CDC and our local and state governments, we feel confident that we are ready to open our doors to our valued members and the public. It is an exciting moment—not only are we reopening safely and carefully—but we are reopening with an important new vision driving every single thing we do at TCMU and in our community."

For questions please contact Jessie Cappello at jcappello@tcmupstate.org.

About The Children's Museum of the Upstate

As the nation's first children's museum to become a Smithsonian Affiliate, there are new and exciting programs developed for every age level to stimulate creativity and stir the imagination. For more information, visit www.tcmupstate.org.

