



**FOR IMMEDIATE RELEASE**

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**Louisiana Children's Museum to Shift Focus to Virtual and Offsite Programs  
Beginning Monday, August 17**

**July 28, 2020, NEW ORLEANS** – The Louisiana Children's Museum has made the difficult decision to shift its focus to virtual and offsite programs beginning Monday, August 17, postponing daily museum visits until families are more confident about the health of the community. The decision was made to ensure the long-term health and sustainability of the 34-year-old beloved museum that focuses on safe, innovative, and educational play experiences for young children, and strengthening and supporting families.

"Closing for daily visits at this time is an extremely difficult but necessary business decision," said Julia Bland, LCM CEO. "We have an obligation to our children, families, and the generous and engaged community who has supported LCM's ambitious plans for our new home in New Orleans City Park. This short-term decision will ensure the long-term sustainability and health of the Louisiana Children's Museum," she added.

Now through Sunday, August 16, the LCM will be open for play Wednesday – Sunday from 9:30 a.m. until 4:30 p.m. Advance, timed-tickets for LCM members and the general public are required and may be reserved at [www.lcm.org/tickets](http://www.lcm.org/tickets). "We hope our members and families will come and explore the museum's exhibit galleries and beautiful and engaging outdoor play experiences as they prepare to settle into the upcoming school year," said Bland.

The decision to postpone daily visits comes just two months after reopening the Museum with expanded health and safety measures, reserved timed-entry for both LCM members and guests, and admission limited to 50 percent of the Museum's capacity in compliance with the state and city's Phase 2 guidelines for reopening.

"While families who have returned to play since our reopening in mid-June have expressed their confidence and appreciation for the extensive health and safety protocols we have in place, many families are not quite ready to venture out in the numbers we need to deliver a quality experience and support our daily operation," said Bland. "At this time, we must reimagine how to best support children and families and prepare for a strong and healthy reopening when our city and country are healthier and more confident."

Louisiana Children's Museum has long been known for its work in the community through innovative outreach and nationally recognized programs that support children and advance the museum's mission to engage children's potential and make that potential visible. Through play, shared explorations, and in dialogue with adults, LCM connects children to each other, adults, their environments, and communities.

“This is an opportunity for LCM to strengthen, develop, and deliver programs, off site and virtually, in this next chapter that will further advance our commitment to supporting each child’s potential,” said Bland. “We will continue to support the mental health needs of children, their parents, and caregivers with helpful resources during this most difficult time. This has always been a priority for LCM.”

Louisiana Children’s Museum will explore the interest and opportunities for small group programs, camps, after school workshops, and early childhood programs to be a resource for parents and caregivers who are facing an uncertain school year and juggling the demands of trying to teach their children, work from home, and parent under one roof. In addition, LCM will look for ways to support educators through professional development or programs that extend classroom learning.

**All active LCM memberships will automatically be extended to account for the time the museum will be closed and to ensure that members receive the full 12-month value of membership.**

“While our doors will be closed, LCM will remain active and engaged with our members and families,” added Bland. “We will find new, meaningful and innovative ways to deliver our mission in the weeks and months ahead as we count down the days until we can gather together, hug one another, and focus on creating joy for children and families within our Museum once again.”

Keep up with the Louisiana Children’s Museum and future announcements about small group programs, after school workshops, camps and virtual play and learning at [www.lcm.org](http://www.lcm.org). Follow us on [Facebook](#), [Instagram](#), and [Twitter](#).

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