

For Immediate Release



CONTACT: Tracey Mershon
Director of Communications
tmershon@wonderscope.org
913-287-8888 x102

**Wonderscope Museum Attendance Data
Points to Second Year of Continued Growth**
New Programming Broadens Audience Diversification

SHAWNEE, KAN. (September 26, 2018) – Data on attendance, program participation and social media from the first eight months of 2018 indicate that Wonderscope Children's Museum is on track for another strong year.

As of Aug. 31, 2018, museum attendance increased 3% over the same period in 2017 from 58,278 to 59,783. In addition, walk-in admission among senior adults increased 9% over the same period in 2017, which may indicate more grandparents accompanying their grandchildren to the museum.

Two additional revenue generating areas showed growth as well. Birthday party attendance was up 20% and field trip attendance increased 6%.

"As we approach our 30th anniversary in 2019, it is clear that Wonderscope is more relevant than ever before. In 2018, we have concentrated on bringing in more quality programs, adding spontaneous pop-up activities, and offering new special events to enhance the museum experience," said Roxane Hill, Executive Director. "Battle of the Boxes, the WonderPaloosa concert series featuring community partners like the KC Ballet, Kansas City Civic Orchestra, and Allegro Children's Choir, combined with admission programs like Blue Star and Museums for All, are opening our doors to a broader, more diverse audience."

To date, close to 1,475 members of the military and their children benefited from the Blue Star military discount program, a 39% increase over 2017. A new program launched in July called Museums for All, provided discounted ticket admission and membership to 70 adults and children from low-income families.

Social media engagement also grew through mid-September. Since the beginning of 2018, Wonderscope's Facebook followers increased by 59%; and Twitter followers were up by 16%. (The Instagram account was re-launched in June and data was not comparable.)

In 2017, museum attendance, memberships and field trips were all higher than the previous year. As Wonderscope continues to add programming and broaden its reach to more diverse families, historical data will continue to serve as a measurement of growth and longevity.

About Wonderscope Children's Museum of Kansas City

Founded in 1989, Wonderscope Children's Museum of Kansas City provides fun, dynamic and hands-on exhibits and programs that integrate the arts, sciences, literature and music for children 10 years of age and younger, their parents and educators from across the metropolitan area. Its mission is to spark a lifelong love of learning through the power of play. To learn more, visit www.wonderscope.org, like at [Facebook](#), [Instagram](#) or follow on [Twitter](#).

#