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The Children's Museum of Wilmington Celebrates Mission Month by Expanding Access to Play

Wilmington, NC — August 3, 2025 — Every August, the **Children's Museum of Wilmington** celebrates **Mission Month** by putting its mission into action. This year, the Museum is highlighting its *Community Membership* program and invites the community to help more local families experience hands-on learning and play.

Through partnerships with child-serving nonprofits as well as libraries and Smart Start programs in New Hanover, Brunswick, and Pender counties, *Community Memberships* are available to families at no cost. Each membership provides admission for two adults and up to six children in the household. This program serves over 2,000 visitors each year.

"We started our *Community Membership* program in 2010 to help ensure that the Museum remains accessible for all children, no matter the circumstances," said long-time **Museum Educator, Mary Ellen Laughnan**. "The program is rooted in our mission to provide a welcoming and engaging environment that promotes learning for all children, and we look forward to continue growing our partnerships and reaching more families in our area."

Members can support this program by upgrading to a *Contributor Membership* for \$300, which includes an *Explorer Membership* for the purchaser and provides a membership to a participating organization. Those who do not need a membership of their own can gift a *Community Membership* for \$155.

"Every family and child should have opportunities to experience the joy, discovery, and confidence they experience through play." said **Jessie Goodwin, Executive Director**. "*Community Memberships* help remove financial barriers and introduce families to the Museum through organizations they already know and trust."

The Museum will promote their *Community Membership* program for the full month of August, in hopes of expanding access to the Museum and to engage the community in supporting this program.

For press inquiries or more information about the event, please contact:

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About The Children's Museum of Wilmington

The Children's Museum of Wilmington is a non-profit organization committed to inspiring creativity, exploration, and lifelong learning in children through hands-on exhibits, educational programs, and exciting events. The Museum serves as a hub for playful learning and community engagement for families across southeastern North Carolina.