



Press Release

For Immediate Release

Contact: Stephanie Lenox, Promotions Director
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Conference of Youth Museums Comes to Salem

September 4, 2009, Salem, OR – A.C. Gilbert’s Discovery Village will host the annual conference of the Northwest Association of Youth Museums (NWAYM) in Salem on Sunday, September 20 and Monday, September 21.

“It’s like a recess for us big kids,” said Executive Director Pamela Vorachek. The conference will bring 75 museum professionals from around the Pacific Northwest to discuss best practices, professional development and how to stay viable through tough economic times.

Included in the agenda is time to play and attend a reception at the children’s museum, which will highlight hands-on science demonstrations, an introduction to the museum’s successful BU\$INE\$\$ KIDS program and finger foods by local favorite Organic Fresh Fingers.

Keynote speaker Howard Baker, Jr., noted communications skills coach and humorist from Salem, will address how to make a good impression when communicating with the public. Tim Fahndrich of The Third River, Inc. will present ways that museum professionals can use social networking to increase their business. Mary Louise VanNatta will discuss how museums can tell their story in order to cultivate new community partners.

NWAYM is a membership organization that represents 22 youth museums in the region. NWAYM encourages the cooperative participation of children's museums and science centers in the Northwest to aid with professional growth, sharing ideas and educational resources,

A.C. Gilbert’s Discovery Village

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reciprocal activities and collaborations, and the promotion of life-long learning for children and their families. For more information about the conference, please call Assistant Director Kim Baldwin at 503-371-3613 or visit www.acgilbert.org/nwaym.htm.

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A.C. Gilbert's Discovery Village is a private nonprofit children's museum located in downtown Salem's Riverfront Park. Founded in 1989, A.C. Gilbert's Discovery Village provides innovative and stimulating educational experiences that spark children's natural curiosity. The Village's mission is to provoke curiosity, inspire awe, awaken interest, foster enjoyment, encourage learning and enable understanding in all youth.

*Open 361 days a year: Monday – Saturday, 10 a.m. – 5 p.m., Sunday, noon – 5 p.m.
Admission: \$5.75 (Ages 3-59); \$4.25 (Ages 60+); \$2.75 (Public assistance, ages 1-2); FREE for members.
Website: www.acgilbert.org. Call: 503-371-3631 / 1-800-208-9514.*

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