

Media Fact Sheet



The Terry Lee Wells Nevada Discovery Museum (best known as The Discovery) is Nevada's largest hands-on science center. Centrally located between Reno's downtown core and the Midtown District, the museum serves as the region's home for hands-on science exploration. Through immersive, hands-on exhibitions and engaging educational programs, The Discovery gives visitors of every age the opportunity to explore science, technology, engineering, and invention, all while developing a love of lifelong learning.

BACKGROUND

- Founded in 2004 by Chris Riche, a Reno-based entrepreneur
- The capital campaign (2004-2011) raised \$21 million
- Opened to the public on September 10, 2011
- The Discovery welcomes an average of 175,000 visitors per year
- The Discovery is a 501(c)3 private, nonprofit organization

MUSEUM COMPONENTS

- Five permanent exhibitions: *Energy/Energía*, *Inside Out: an Anatomy Experience*, *Da Vinci's Corner*, *Under the Stars*, *Truckee Connects/Cloud Climber*, *Little Discoveries*
- Two hands-on labs: *Spark!Lab* Smithsonian, *The Shop*
- 8,000 square feet of space for featured (temporary) exhibitions
- 4,000 square feet of mixed-use space for meetings, events and parties
- Museum Store offering science toys, gifts, games and apparel
- On-site restaurant: Pasta Fresca (pastafrescanv.com)

KEY PROGRAMS

Small Wonder Wednesday

Special hours every Wednesday morning just for visitors ages 5 and under.

Camp Discovery

Immersive, week-long science camps for K–7th grade students.

Social Science

Themed, adults-only science exploration events.

Science Distilled

Informal science lecture series focused on current and curious topics.

Discovery for All

Donor-funded financial assistance program that offsets the cost of participation (admission, memberships, camps, etc.) for those in need.

COMMON MISCONCEPTIONS

- The Discovery IS NOT a children's museum. The Discovery is a hands-on science museum for people of all ages.
- The Discovery is not affiliated with Discovery Channel. The museum is a locally founded, independent nonprofit organization



OFFICIAL NAME

Terry Lee Wells Nevada Discovery Museum

COMMON NAME

The Discovery

WEBSITE

nvdm.org

PHONE

775-786-1000

LOCATION

490 S. Center Street (south of the downtown core and north of Midtown)

SOCIAL MEDIA

@nevadamuseum on Facebook and Instagram

MEDIA CONTACT

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MEDIA RESOURCES

Logos, photos, press releases and other materials for the media are available at nvdm.org/media.