



September 28, 2015

Dear Visitor,

Children's Discovery Centre was launched on May 23rd as a 'pilot project' initiative with the goal of demonstrating that young families need and want a permanent 'children's museum' in our city.

This was a grassroots initiative from the start; not a government or corporate funded project. With only the support from friends, family and colleagues who believed in our vision for an educational and engaging place for our youngest kids, we managed to open our doors and welcomed thousands of young visitors over the past four months.

The feedback from families has been overwhelmingly positive, and we were even approached by some landowners to consider some potential permanent locations in the downtown area. Recently, we were also given the opportunity to extend our pilot project from September 30th to December 31st!

However, operating the pilot project over the summer months was particularly challenging as family holidays, cottages, festivals, Pan Am Games and endless weeks of 'perfect' summer weather resulted in lower-than-expected revenues. We were hopeful that September would bring more visitors as families returned from holidays and as 'cooler' weather set in, but unfortunately, this was not the case as the beautiful summer weather continued to the end of September.

Therefore I had to make a very tough decision to change our operating hours, effective immediately, to Saturdays and Sundays only from 9:30 am to 4:30 pm. Closed on weekdays and holidays (except to pre-booked community and school groups and special events).

Our goal in making this change is to ensure that the pilot project can operate viably until the end of December, which will then enable us to continue to the next step of establishing a permanent Children's Discovery Centre.

This whole initiative was always about creating a magical place for our youngest kids to explore, play, wonder, and imagine, and our team remains committed to doing whatever it takes to ensure that we can make this a permanent place for our children.

I am very sorry for any inconvenience, and we look forward to continuing to welcome your family to play on weekends this fall.

Yours truly,

Jeanhy Shim
Founder + CEO + Mom

