



Museum of Nature and Science

FOR IMMEDIATE RELEASE

MARGOT AND ROSS PEROT DONATE \$5 MILLION TO PEROT MUSEUM OF NATURE AND SCIENCE TO EXPAND ACCESS TO SCIENCE EDUCATION; ANNOUNCEMENT TO COMMEMORATE NATIONAL FIRST RESPONDERS DAY

Gift supports major education initiative to broaden and bring year-round access to STEM experiences for all North Texans, including free admission for first responders and military members, \$1 admission for underserved families, and financial aid for schoolchildren

DALLAS (Sept. 25, 2018) – Celebrating **National First Responders Day**, Perot Museum of Nature and Science leaders announced today that **Margot and Ross Perot** have donated \$5 million to expand access to STEM (science, technology, engineering and math) experiences for North Texans, including first responders, active duty and veteran members of the military, and underserved families and schoolchildren. The grant also provides financial aid for field trips, lab-based education programs and outreach experiences for schools.

“The Perot Museum’s mission is to inspire minds through nature and science. Igniting a passion for discovery is key to encouraging and developing our future leaders,” said Dr. Linda Silver, Eugene McDermott Chief Executive Officer at the Perot Museum of Nature and Science. “Research shows that informal STEM experiences like visits to a museum are where most lifetime science learning occurs. It has long been our dream to expand accessibility to those experiences, and this incredible gift from Mr. and Mrs. Perot will help make that possible.”

Part of this grant will expand the Museum’s financial aid that, since its 2012 opening, has provided visits or outreach programs to Title I schools that might not otherwise be able to afford them. In little more than five years the Museum has distributed over \$2.5 million in financial aid funding, serving more than 1 million children as part of its mission to serve the North Texas community. The demand for financial aid continues to grow as nearly 250,000 schoolchildren from all over North Texas engaged with Perot Museum exhibits and programs in the last year alone, with approximately a third receiving some form of financial aid.

Recognizing that the need for STEM experiences and learning does not end when the school year does, the Museum launched the *Community Partners* program in 2015, which has reached nearly 47,000 children and adults to date. Aimed at affordable access, *Community Partners* offers \$1 general admission (and \$1 admission to traveling exhibitions) to individuals and families enrolled in qualified state and federally supported assistance programs. Originally a summer program, the \$5 million gift will expand *Community Partners* to a year-round initiative.

“The Museum was built with a vision to be experienced and enjoyed by everyone,” said Mr. and Mrs. Perot. “We’re delighted this gift will open doors and make this world-class museum accessible to all children and adults along with those who so bravely serve and protect our community and our country.”

Another portion of the gift will support complimentary general admission for active-duty members and veterans of the United States military along with law-enforcement officers, firefighters and paramedics/EMTs plus \$3 off general admission for members of their immediate families (up to six family members). Since 2015, the Museum has offered this program from Memorial Day through Labor Day to coincide with family vacation time, but like *Community Partners*, the demand has grown each year.

Thanks to this gift, the complimentary admission will now be offered year-round.

“This gift honors the people who make incredible sacrifices for us every day,” said Mac MacFarland, CEO of GenOn Energy and chair of the Perot Museum board of directors. “And with the Perot family’s long legacy of support for our military and first responders, it was a perfect fit to have them support this initiative. We are so pleased to provide those who serve and protect us – both locally and overseas – complimentary admission to enjoy a fun day of enriching educational experiences.”

Museum leaders believe that increasing access and exposure to science will inspire more people to pursue careers in STEM. Silver added that, in this way, the Perot Museum can “play an important role in building the future workforce of North Texas and our country ... a workforce that will be dominated by STEM-based careers.”

“This is more than just a gift to the Perot Museum; it’s a gift to the community,” said Deputy Mayor Pro Tem Adam Medrano. “By making museum experiences accessible to all children and adults, Mr. and Mrs. Perot are jumpstarting the next generation of scientists, innovators and dreamers. We greatly appreciate the opportunity for every child and adult to enjoy, learn and grow year-round at the Perot Museum.”

Joining Dr. Silver today was Dallas **Deputy Mayor Pro Tem Adam Medrano, Assistant Chief of Dallas Fire-Rescue Tameji Berry**, and local veterans representing the five branches of the military – retired Army Sergeant First Class Sherri Wood Cooper, retired Air Force Colonel Carolyn Hamilton-Evans, retired Navy Petty Officer 3rd Class Ringo Ortiz, and Marine Corps Sergeant Kenneth Watterson, who is president of the Dallas Veterans Resource Center.

Presenting the colors was the **Thomas C. Marsh Middle School Leadership Cadet Corps**. Students from **Santa Clara of Assisi Catholic Academy** were on hand to enjoy the celebration and participate in a field trip afterwards.

In addition, to keep educators informed and inspired, the Perot Museum offers free general admission year-round to Pre-K through 12th grade educators in Texas and its bordering states. Find details about all admission discounts at perotmuseum.org/discounts.

HOURS. General hours of operation for the Perot Museum are 10 a.m.-5 p.m. Monday through Saturday and 11 a.m.-5 p.m. Sunday. **Note:** The Museum will close early Nov. 9 (1 p.m.) and all day Nov. 10 for the *Night at the Museum* fundraising gala. The Museum also will close Nov. 22 (Thanksgiving) and Dec. 25.

The Perot Museum is located at 2201 N. Field Street in Dallas, Texas. For ticket information, parking maps and other details visit perotmuseum.org or call 214-428-5555.

The Perot Museum is DARTable with easy access on the DART bus and rail system. For route information visit perotmuseum.org/directions.

Highland Capital Management is the 2018-2019 Premier Partner of the Perot Museum.

NOTE: To obtain the news release, Perot Museum fact sheet, photos and more, please go to perotmuseum.org/press.

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About the Perot Museum of Nature and Science. The top cultural attraction in Dallas/Fort Worth and a Michelin Green Guide three-star destination, the Perot Museum of Nature and Science is a nonprofit educational organization located in Victory Park in the heart of Dallas, Texas. With a mission to inspire minds through nature and science, the Perot Museum delivers exciting, engaging and innovative visitor and outreach experiences through its education, exhibition, and research and collections programming for children, students, teachers, families and life-long learners. The 180,000-square-foot facility opened in December 2012 and is now recognized as the symbolic gateway to the Dallas Arts District. Future scientists, mathematicians and engineers will find inspiration and enlightenment through 11 permanent

exhibit halls on five floors of public space; a children's museum; a state-of-the art traveling exhibition hall; and The Hoglund Foundation Theater, a National Geographic Experience. Designed by 2005 Pritzker Architecture Prize Laureate Thom Mayne and his firm Morphosis Architects, the Museum has been lauded for its artistry and sustainability. To learn more, please visit perotmuseum.org.

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