

FOR IMMEDIATE RELEASE



PRESS CONTACT  
Matt Walker  
323-930-7930  
[matt@periodmedia.com](mailto:matt@periodmedia.com)

### **CAYTON CHILDREN'S MUSEUM TO OPEN IN LATE SPRING 2019**

*This Spring, the Zimmer Children's Museum heads west to Santa Monica Place, opening as the Cayton Children's Museum to welcome upwards of 300,000 guests annually*

Los Angeles, CA (February 2019) – ShareWell, the Los Angeles-based non-profit that inspires youth to be their best selves through high-caliber arts and youth development programming, will officially open the doors to the all-new Cayton Children's Museum in late spring 2019 in Downtown Santa Monica. The new museum, formerly known as the Zimmer Museum, is made possible with a gift by philanthropists Andrea & Barry Cayton.

The Cayton Children's Museum will be located on the third floor of the popular open-air shopping destination, Santa Monica Place, resulting in higher visibility and a broader reach to the many diverse neighborhoods of the greater Los Angeles area. The 21,000-square-foot facility will nearly double in size from the museum's previous location, offering hands-on exhibits and a robust calendar of arts and cultural educational opportunities for children, youth and families. The new flagship location, designed by Culver City-based firm, R&A Architecture + Design, will house expansive exhibition spaces, community and multipurpose rooms, art studios, a state-of-the-art theatre, a gift shop, and administrative offices.

"The Cayton will be a place of gathering, a place of memory making and a place where children and the grown-ups that accompany them will play their way to a better world," said Esther Netter, founder and CEO of ShareWell. "We are filled with anticipation for the opening day of our new museum when kids don costumes and become first responders, rescuers, kindness givers and creative dreamers. We hope you will join us."

The museum has been designed as a series of unexpected experiences that empower visitors of all ages to author their own adventure and play their way to a better world. The new space will be filled with discovery-based play and immersive elements including a full-size helicopter, fire truck, and veterinary clinic to create a uniquely inspired learning environment and experience. Each area of the museum will provide diverse opportunities for visitors to interact with one

another, and to build character by taking chances, working together, and reflecting. The design prioritizes small moments of wonder with interactive analog and digital installations sparking imagination.

“Our gratitude to Andrea and Barry Cayton and all of our supporters who have brought us to this moment,” said Andy Kaplan, chair of ShareWell Board of Directors. “The Cayton will be a celebration and culmination of the efforts of so many and we cannot wait to open for the families and children of our city.”

Built on kindness, responsibility, social justice, and inclusivity, ShareWell is the culmination of over 25 years of youth outreach designed to inspire life-long creativity and promote civic engagement to build strong communities. Beginning in 1991 in a 600-square-foot space at the Westside Jewish Community Center, ShareWell’s initiatives were born from generous thinkers and have evolved into a vital creative force in the Los Angeles community.

To learn more, please visit <http://caytonmuseum.org>

###

**ABOUT SHAREWELL:**

ShareWell is a Los Angeles-based non-profit that strives to create a future where young people are nurtured at every age to become compassionate, confident human beings with the power to shape their lives and a desire to make the world a better place. The organization is comprised of two main program initiatives: the city's premiere children's museum and youTHink, an innovative youth development program. Through hands-on learning, arts education, and cultural and creativity workshops that help young people understand complicated new ideas and generate their own, ShareWell excels at providing children, youth and families with the tools they need to become responsible global citizens.