



## **NEWS RELEASE**

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**For More Information:**

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### **Discovery Place KIDS-Rockingham Receives \$2 Million Challenge Grant from The Leon Levine Foundation**

*Meeting the challenge will allow the Museum to break ground*

ROCKINGHAM, N.C. -- The Leon Levine Foundation has issued a leadership challenge to Discovery Place KIDS-Rockingham, a children's museum being developed in Rockingham, N.C. by Discovery Place, Inc. The Foundation will commit \$2 million in support of the new Museum if the campaign reaches \$9.6 million by December 31, 2011. Discovery Place KIDS museums offer creative learning experiences that aid in the development of essential childhood skills by encouraging curiosity, discovery and fun. The Rockingham location will be the second Discovery Place KIDS in the Carolinas following the successful opening in October 2010 of Discovery Place KIDS-Huntersville.

Founded by Rockingham native Leon Levine and his wife Sandra Levine, The Leon Levine Foundation is dedicated to improving human lives in the Charlotte community and surrounding region with a focus on education as well as other issues. Born in Wadesboro and raised in Rockingham, N.C., Leon Levine began his career at his family's department store, The Hub, located at what is now 115 South Lee Street in Rockingham.

"I am honored to be able to give back to the community that welcomed my parents and supported my siblings and me and our family business," said Leon Levine. "A Discovery Place KIDS in Rockingham will create educational experiences for children that will have lasting impact on the region for now and generations to come. My parents would be proud to see this kind of unique opportunity coming to their home city."

Discovery Place, in partnership with the City of Rockingham and the greater Richmond County area, has launched a comprehensive capital campaign to raise funds necessary for the acquisition and up fit of the building as well as exhibition design and fabrication. Led by

honorary chairmen Russell Bennett and Neal Cadieu, a Campaign Cabinet is working to raise awareness of the project and to garner leadership support from corporations, foundations, professionals and individuals throughout the Sandhills region.

“Leon and Sandra Levine have been generous supporters of initiatives addressing critical community needs in Charlotte and the surrounding area,” said campaign co-chair Russell Bennett. “Now their leadership will provide a boost to our efforts to build a Discovery Place KIDS which will greatly improve the educational opportunities for the children in our region.”

“We thank The Leon Levine Foundation for this extraordinarily generous offer of support to Discovery Place KIDS,” said John Mackay, president and CEO, Discovery Place, Inc. “Leon and Sandra Levine are longtime friends and supporters of Discovery Place and our various community initiatives. We look forward to meeting their challenge and to reaching the financial milestones required to bring us closer to opening day at Discovery Place KIDS-Rockingham.”

### **About The Leon Levine Foundation**

Created in 1980 by Leon Levine, Founder and Chairman Emeritus of Family Dollar Stores, The Leon Levine Foundation has granted millions of dollars to impactful charitable organizations in this region. The Foundation primarily focuses on educational opportunity, improving health, Jewish values and human services. Its priorities include supporting the physically, mentally or emotionally ill through medical assistance and scientific research; pursuing academic excellence and providing access for disadvantaged and deserving individuals; building Jewish identity and strengthening Jewish communities locally and worldwide; eliminating homelessness; improving the lives of families, children and the elderly; and supporting cultural activities. For more information, please visit [www.leonlevinefoundation.org](http://www.leonlevinefoundation.org).

### **About Discovery Place KIDS**

Discovery Place KIDS is an innovative model in regional children’s museums developed by Discovery Place, Inc., the parent company of Discovery Place and Charlotte Nature Museum. Discovery Place KIDS is built on the theme of “I CAN” and offers unique opportunities for learning through play for children and their parents or caregivers. For more information about Discovery Place KIDS, call 704-372-6261 or visit [discoveryplaceKIDS.org](http://discoveryplaceKIDS.org).

### **About Discovery Place**

One of the top hands-on science museums in the nation, Discovery Place provides ever-changing, entertaining facilities that engage the public in the active exploration of science and nature. More than a half-million people from all over the United States visit Discovery Place, its IMAX Dome Theatre and Charlotte Nature Museum each year. In June 2010, the Museum finished an 18-month, \$31.6 million renovation, resulting in a completely transformed and re-imagined Museum with all-new interactive exhibits. Discovery Place is supported in part with operating support from the Arts & Science Council. Connect with Discovery Place on Facebook ([facebook.com/discoveryplace](https://www.facebook.com/discoveryplace)), Twitter ([twitter.com/discoveryplace](https://twitter.com/discoveryplace)) and YouTube ([youtube.com/DiscoveryPlaceMuseum](https://www.youtube.com/DiscoveryPlaceMuseum)). For more information about Discovery Place, call 704-372-6261 or visit [discoveryplace.org](https://www.discoveryplace.org).

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