



Bay Area Discovery Museum

Fort Baker
557 McReynolds Road
Sausalito, California
94965-2614

Media Contact
Jennifer Caeshu
tel 415/339-3942
fax 415/339-3943
media@badm.org

PUBLIC INFO
415/339-3900
baykidsmuseum.org

HOURS
Tues-Fri, 9am-4pm
Sat-Sun, 10am-5pm

ADMISSION
\$7.50 children (1-17)
\$8.50 adults
\$6.50 seniors (62+)
Free under 1 & members

NEWS

For Immediate Release

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Headshot Available

BAY AREA DISCOVERY MUSEUM ANNOUNCES NEW EXECUTIVE DIRECTOR

Richard Winefield named to head Museum

Sausalito, Calif. – September 19, 2006

The Bay Area Discovery Museum, the foremost learning destination for young children in the San Francisco Bay Area, has named Richard Winefield as the new Executive Director for the organization. Winefield comes to the Museum from KQED, where he served as the Vice President for Interactive and Educational Services.

Jumee Park, President of the Bay Area Discovery Museum Board of Directors, says, “After our extensive, nationwide search, we are thrilled to have found such a strong executive director in our own backyard. Rich brings a wealth of educational experience and management expertise to the Museum, and we are confident he will well serve the Museum’s mission to engage, delight and educate children and their families.”

Winefield holds a Doctorate in Education from Harvard University and is a noted author of several articles and books, including *Never the Twain Shall Meet*, a book on educational policy and handicapped children. During his 25+ years of successfully leading organizations focused on educating children, he served as CEO and Superintendent of Schools for the Orinda Union School District and the Assistant Superintendent of Schools for the Oakland Unified School District. Winefield has also worked in the private sector as a consultant focusing on organizational strategy and change implementation. Winefield and his spouse have two children and live in Orinda.

“I welcome the opportunity to join the Bay Area Discovery Museum – a respected leader in early childhood education, and one which recognizes the importance of informal learning and play,” says Winefield. “I look forward to helping lead the continued growth and success of the Museum.”

Winefield succeeds Lori Fogarty, who accepted the Executive Director position at the Oakland Museum of Art earlier this year, after serving as the Bay Area Discovery Museum’s Executive Director for five years. A national search conducted by Diane Frankel of Management Consultants for the Arts, a boutique search firm specializing in arts and cultural organizations, resulted in Winefield’s hire.

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Founded in 1987, the Bay Area Discovery Museum is a hands-on, interactive children's museum that offers a full range of fun and enriching programs for kids, parents, school groups and educators. Located at the foot of the Golden Gate Bridge at Fort Baker, Sausalito, California, the Museum attracts nearly 270,000 visitors annually. Focused on children aged 0 to 8 years, the Museum's long-term vision is to be the premier early childhood and outdoor learning education resource for families throughout the Bay Area. The Museum features art, science and environmental exhibitions, theatre performances, special community events, and ongoing educational curricula all with the focus on fun. The Museum's commitment to diversity and community involvement is in part expressed through its outreach efforts on engaging underserved children through partnerships with schools and 80 service organizations in low-income and at-risk neighborhoods.

Opening October 14, the international traveling exhibition *Your House, My House* invites families to take a journey into the homes of people around the world, including a Mongolian herder's ger, an m'bure from the tropics of Fiji and a stilt house from a Malaysian fishing village. Permanent exhibits at the Museum invite children to explore a life-size shipwreck in Lookout Cove, climb aboard a real fishing boat, encounter a simulated tide pool, net plastic crabs in Bay Hall, create art in Studios 5 & 10, discover science in Wave Workshop, and frolic in Tot Spot, an interactive learning environment for kids 42" and under.

For more information about Richard Winefield or to schedule a media interview, please contact Jennifer Caleshu, Marketing & PR Manager at (415) 339-3942 or email media@badm.org.

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