



## For Immediate Release

Contact:

Janice Dusseau Jones

919-389-0343

[Janice@cycleheremedia.com](mailto:Janice@cycleheremedia.com)

### **tag! Children's Museum of St. Augustine Breaks Ground on Four-Acre Campus**

*Phase 1 of Stunning, highly interactive experience will be completed during the coming year*

ST. AUGUSTINE, FL - October 7, 2021— **tag!** Children's Museum of St. Augustine broke ground on the first phase of construction today.

Once completed, **tag!** will be a community resource, local destination, an educational laboratory, and an advocate for children.

**tag!** announced Phase 1 with a generous lead gift from The Newman Family Foundation.

“We are thrilled that tag! Children's Museum will soon begin construction of one of the most unique museums in the country. **tag!** will become a critical part of arts and sciences enrichment and allow children, students, and adults to recapture the pure joy of discovery. It also makes good business sense. **tag!** will become another destination drawing more people into Northeast Florida and boosting our economy,” said Chuck and Diane Newman, of the Newman Family Foundation of St. Johns County.

Phase 1 will include a playful collection of indoor and outdoor spaces including, the Lastinger Big Backyard, the Florida Blue Healthy Gardens, The Cofrin Family Tree Story Garden, and The PLAYERS Championship STEM programming. Phase 2 includes additional buildings with more indoor exhibits, learning labs, and outdoor learning adventures.

“Our mission calls on us to inspire play, discovery, exploration, and innovation through science and creativity, and to be a partner and resource for those who work with or on behalf of children, youth, and families,” said **tag!** Executive Director, Kim MacEwan.

**Tag!**'s architectural firms Place Alliance and Studio 407 are working alongside construction partner, Urban Partners, to bring the immersive, indoor-outdoor experience to life. A construction loan has been made possible by the USDA Community Facility Loan Program and First Federal Bank.

Corporate partners and stakeholders include Dr. Jimmy & Karen Glenos, The Platt Family, Danielle and Gene Fraser, The Community Foundation for Northeast Florida, and Bozard Ford Lincoln.

Fundraising efforts for the museum are ongoing and the \$7 million capital campaign provides families, businesses, and others the opportunity to invest in the future of Northeast Florida. The organization is currently \$2 million from the goal needed to complete the first phase of the facility.

**tag!** Children's Museum will be the first cultural institution built in Northeast Florida in more than 20 years and is anticipated to have an estimated \$2 million annual impact on the community. tag! will enrich the lives of an estimated 300,000 area students, 76 school districts, and engage 85,000 expected visitors annually.

**tag!** Children's Museum will be located off Arapaho Avenue, just behind Target on US.

#### **About tag! Children's Museum of St. Augustine**

**tag!** Children's Museum was established as a 501 c 3 nonprofit. Since 2016, tag! has served more than 7,000 children and families, and has provided STEAM programming for social service partners and Title 1 school communities with the organization's programs.

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