



For Immediate Release

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tag! Children's Museum of St. Augustine names Director of Development

St. Augustine, Fla. – March 28, 2022 - Kim MacEwan, Executive Director of [tag! Children's Museum of St. Augustine](#) has named Paige Van Tuyl as the nonprofit's new Director of Development. Van Tuyl will be responsible for overseeing the organization's fundraising, managing relationships with the company's stakeholders and financial partners, planning fundraising events and presentations, encouraging contributions, and developing opportunities for financial support through grants and sponsorships.

She is currently focused on raising funds for the facility to become one of the most unique children's museums in the U.S. and a critical part of arts and sciences enrichment for students and adults.

For more than 20 years, Van Tuyl has vast experience with non-profit development and sustainability through leadership, direct fundraising, stewardship, donor development and cultivation in the arts, education, animal welfare, social justice, and helping non-profits to achieve sustainable financial independence. She most recently served as the Executive Director of the Lynda Fairly Carpinteria Arts Center located in Carpinteria, California while helping the nonprofit become a leading small-town community arts center in the country. She was formerly the Development Officer of Girls Inc. of Greater Santa Barbara, California, Event Director for the Santa Barbara Museum of Art, and served as Development Liaison and Art Director at the Jewish Federation of Greater Santa Barbara.

Van Tuyl is a native of Santa Barbara and attended Santa Barbara High School. She holds a bachelor's degree in the History of Art and Architecture from the University of Santa Barbara. She was named as one of the Pacific Coast Business Time's 40 Under 40 and completed Antioch University's "Women in Leadership" Program. Van Tuyl is a member of Rotary International and resides in St. Augustine, Fla.

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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 \$2.7 million annual impact on the community. tag! will enrich the lives of an estimated 300,000 area students and engage 95,000 expected visitors annually at Arapaho Avenue in St. Augustine., Fla.

The initial groundbreaking for tag! was held in October 2021 for the community resource, local destination, educational laboratory, and advocacy setting for children. Phase 1 – Discovery, which has been supported by a generous gift from The Newman Family Foundation, will include a collection of indoor and outdoor spaces with the Lastinger Big Backyard, the Florida Blue Healthy Gardens, The Cofrin Family Tree Story Garden, and The PLAYERS Championship STEM programming.

Corporate partners and stakeholders currently include Dr. Jimmy and Karen Glenos, The Platt Family, Danielle and Gene Fraser, The Junior Service League, The Community Foundation for Northeast Florida, The Bozard Family, and Mindy and Nick Cevera. Fundraising efforts for the museum are ongoing and the \$8 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 reaching their Capital Campaign Goal.

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 10,000 children and families, and has provided Science, Technology, Engineering, the Arts and Mathematics (STEAM) programming for social service partners and Title 1 school communities with the organization's programs. Visit the website at <http://tagmuseum.org>.

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