



MEDIA ALERT

FOR IMMEDIATE RELEASE

March 6, 2025

Press contact:

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What: *Celebrating Nowruz at Children's Discovery Museum*

The Purple Museum is hosting its annual Nowruz celebration, welcoming in the beginning of spring with traditional music and dance, cultural learning, and hands-on activities. This celebration was created in partnership with the Museum's Nowruz cultural advisors and aims to honor the beautiful customs and traditions of the Persian New Year.

Activities

- Spring Crown

- Plant a Seed

- Nowruz Traditions on Display including Haft-Sin table arrangements

Performances

- Baharestan Kids

- Beshkan Dance Academy

- Dances by Ismaili Council Cultural Class students

- Storytime with Zahra

- Amir Etemadzadeh, solo performance

Where: Children's Discovery Museum of San Jose | 180 Woz Way | Downtown San Jose

When: March 29, 2025, 9:30 a.m. - 4:30 p.m. (Special programming 11 a.m. - 3 p.m.)

Admission: \$18 for children and adults; \$16 for seniors; infants under one & members are free

Tickets: <https://www.cdm.org/celebrate/lunar-new-year/>

About Children's Discovery Museum of San Jose

Kids lead the way at Children's Discovery Museum of San Jose, exploring and discovering through open-ended, play-based learning. More than 150 hands-on exhibits and programs in sciences, humanities, arts, nature, and health spark curiosity and ignite family fun where children build life skills in creative and critical thinking, problem solving, and confidence. The nonprofit celebrates people and diverse cultures, creates authentic connections, and builds global understanding.

Welcoming more than 10 million visitors since 1990, the award-winning museum inspires creativity, curiosity, and lifelong learning inside the stunning 50,000 square foot purple building designed by the late world renowned Mexico City architect Ricardo Legoretta, and outside in the half-acre nature space. For more information about the museum, visit www.cdm.org.