



Children's Discovery Museum San Jose

MEDIA ALERT

FOR IMMEDIATE RELEASE

March 25, 2026

Press contact:

Kristi Myllenbeck, kmyllenbeck@cdm.org, 408.673.2817

Help Name a Beloved Bay Area Icon: Submissions Now Open for Discovery Duck Winning Name To Be Revealed at May 2 Birthday Bash

To celebrate its 35th birthday, Children's Discovery Museum of San Jose invites families across the Bay Area to help name its iconic rooftop mascot, the bright yellow Discovery Duck. [Name submissions are now open](#), giving children and families the chance to work together to dream up a perfect name for the beloved duck that has welcomed visitors for decades.

The Museum invites everyone to participate and submit a name before the March 31 deadline. From those submissions, five finalists will go up for a public vote from April 6 - 20. We will announce the new name at our Birthday Bash on May 2 at the Museum.

WHAT: Discovery Duck naming campaign – public submissions

WHEN: Name suggestions accepted now through March 31, 2026; voting April 6 - 20

WHERE: Submit a name online at www.surveymonkey.com/r/discovery-duck

WHO: Families, children, and community members

The Birthday Bash will feature family-friendly activities and a celebration for the Museum's newly named mascot. The Museum encourages visitors to wear duck-themed outfits, costumes, or their favorite yellow attire. This celebration is the final event in the Museum's series of 35th anniversary celebrations that began in June 2025.

The original Discovery Duck joined the Museum in 2005 to celebrate the launch of the ever-popular WaterWays exhibit. When the time came to take it down, the community quickly noticed its absence—sparking an outpouring of support and calls for its return. Since then, the duck has become an iconic landmark of the Museum, cherished by visitors and deeply beloved throughout San Jose.

VISUALS / PHOTO OPS AT THE EVENT:

- Families visiting and interacting at the Museum dressed in duck-themed outfits, costumes, or colors
- Birthday celebration festivities and name reveal ceremony May 2
- Children participating in creative activities, including decorating a keepsake duck
- A full-sized version of the iconic rooftop duck inside the Museum

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 activities in science, humanities, arts, nature, and health spark curiosity and ignite family fun, as children build life skills in creative and critical thinking, problem solving, and confidence. For more information about the Museum, visit www.cdm.org.