



Children's Discovery Museum San Jose

MEDIA ALERT

May 2, 2026

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Beloved Rooftop Duck Finally Has a Name: "Roofus" **Media Invited to Birthday Bash for Official Reveal and Photo Opportunities**

SAN JOSE, CA – Children's Discovery Museum of San Jose has officially selected a name for its iconic rooftop mascot: **Roofus**, which of the five name options, received 33 percent of the votes. Chosen through a community-wide campaign that engaged children and families across the Bay Area, the name celebrates the duck's familiar perch overlooking the city and Highway 87.

"Roofus is a fun and fitting name for our beloved mascot, who has become an extension of our Museum," said Linda Tsai, President and CEO. "We are grateful to the hundreds of children and families for bringing this special campaign to life and helping write a piece of our Museum's history."

The Museum will publicly reveal the new name during its upcoming Birthday Bash, inviting media and families to join in the celebration of this newly named community icon.

WHAT: Birthday Bash & Official Reveal of "Roofus," the Discovery Duck

WHEN: Saturday, May 2, 2026 | 11:00 AM – 3:00 PM

WHERE: Children's Discovery Museum of San Jose

WHO: Museum leadership, families, and community members

PHOTO / VIDEO OPPORTUNITIES:

- The iconic rooftop duck, now officially named "Roofus" inflated INSIDE the Museum
- Live name reveal moment during the Birthday Bash
- Families participating in hands-on activities
- Festive birthday celebration scenes

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.