



2024 MEDIA KIT

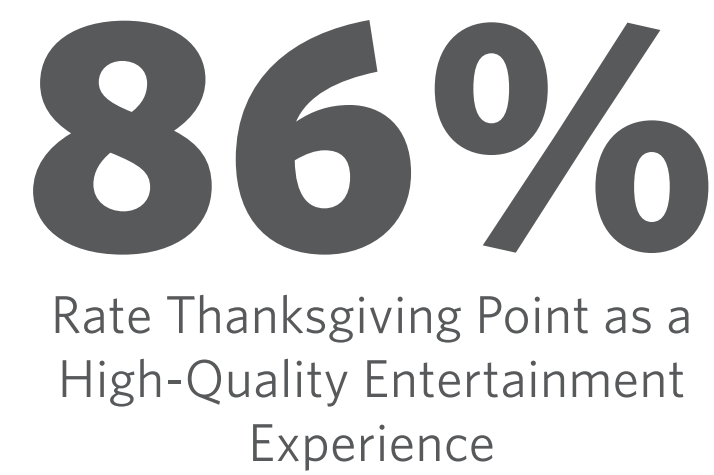
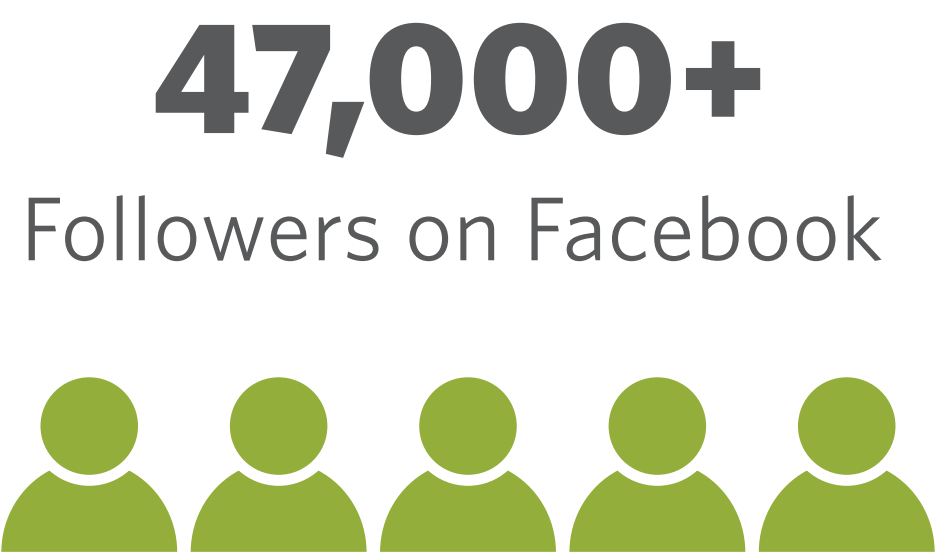


THANKSGIVING POINT

FAST FACTS THANKSGIVING POINT

3003 N Thanksgiving Way, Lehi, UT 84043 | 801.768.2300

Mission: *To bring to life the joy of learning and wonders of the natural world through world-class experiences that engage, delight, and inspire.*



Founded in
1995

100+ Events
and Programs

Five Premiere
Discovery Centers

700+ Employees

700+ Volunteers

ABOUT THANKSGIVING POINT

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Thanksgiving Point is a community-owned nonprofit garden, museum, and farm complex founded as a gathering place and gift to the community.

- Thanksgiving Point's **mission** is to bring to life the joy of learning and wonders of the natural world through world-class experiences that engage, delight, and inspire.
- Serves **over 2 million guests annually** at its venues and through a mix of programs, including signature experiences, educational offerings, catered events, dining, and entertainment.
- **Founded by Alan and Karen Ashton in 1995** and named "Thanksgiving Point" to express their gratitude to the community.
- **Located in Lehi, Utah**, in the heart of Silicon Slopes, equidistant between Provo and Salt Lake City.
- Home to **six major cultural venues**:
 - **Ashton Gardens**: Featuring 50-acres of stately gardens, grand lawns, and the largest manmade waterfall in America, the Ashton Gardens connects all who visit with the wonders of nature
 - **Mountain America Museum of Ancient Life**: Discover life from over 65 million years ago in the Mountain America Museum of Ancient Life, housing one of the largest collections of mounted dinosaurs in the world
 - **Butterfly Biosphere**: Learn from and interact with thousands of live butterflies and insects from around the world in this insectarium and conservatory
 - **Curiosity Farms**: Milk a cow, ride a pony, and meet dozens of other farm animals at Curiosity Farms, a real working farm in the heart of Utah's metropolitan area
 - **Museum of Natural Curiosity**: Over 400 interactive, family-friendly, and fun exhibits engage audiences of all ages in explorative play
 - **The Carousel**: Thanksgiving Point's newest attraction opened in 2023 and features 30 hand-painted horses that spin you into a world of wonder
- Hosts **hundreds of entertainment and educational offerings each year**, covering a variety of disciplines
- **Every Kid Counts**: Every Kid Counts initiative brings hands-on science learning to economically disadvantaged kids through admission assistance, outreach programs, and nonprofit partnerships. All kids with families on SNAP or WIC benefits can visit Thanksgiving Point venues for free.

Recent Accolades

- **2023 Best of State:**
 - o Best of State: Entertainment Venue (Thanksgiving Point)
 - o Best of State: Event/Performance Venue (Thanksgiving Point)
 - o Best of State: Fairs, Festivals, and Events (Tulip Festival)
 - o Best of State: Museums (Museum of Natural Curiosity)
 - o Best of State: Fine Dining – American Traditional (Harvest Restaurant)
- **2022 Best of State:**
 - o Best of State: Entertainment Venue (Thanksgiving Point)
 - o Best of State: Event/Performance Venue (Thanksgiving Point)
 - o Best of State: Fairs, Festivals, and Events (Tulip Festival)
 - o Best of State: Museums (Museum of Natural Curiosity)
 - o Best of State: Fine Dining – American Traditional (Harvest Restaurant)
- **2022 Guinness World Record:** “Most flower bulbs planted by a team in one hour”
- **2021 Best of State:**
 - o Entertainment Venue: Thanksgiving Point
 - o Event/Performance Venue: Thanksgiving Point
 - o Fairs, Festivals & Events: Tulip Festival
 - o Museums: Museum of Natural Curiosity
 - o American Traditional Fine Dining: Harvest Restaurant
- **2013-2021 Trip Advisor:** Certificate of Excellence
- **2015 Guinness World Record:** “Largest balloon sculpture by an individual” in celebration of the 20th anniversary



Discovery Centers

- Ashton Gardens
- Mountain America Museum of Ancient Life
- Butterfly Biosphere
- Curiosity Farms
- Museum of Natural Curiosity
- The Carousel

Restaurants

- Harvest Restaurant
- Trellis Café
- Tower Deli

Popular Events

- Tulip Festival
- Garden of Quilts
- Luminaria

ABOUT EVERY KID COUNTS

Every Kid Counts is Thanksgiving Point’s service-focused initiative that serves over 100,000 kids per year.

Mission: To make science learning accessible and available to every child in Utah, no matter their economic situation.

Key Areas:

1. *Admission*

Kids of families on SNAP or WIC benefits receive free admission to any Thanksgiving Point venue (not including The Carousel) for free. Adults on SNAP or WIC benefits pay just \$3 per person. In 2023, over 97,500 guests utilized this program..

2. *Community Outreach*

Thanksgiving Point educators travel all over the state to classrooms, conferences, and satellite centers to reach the underserved, marginalized, and underrepresented children in our community. They bring all supplies and instruction for science learning for free. Over 81,000 individuals were served through our Outreach programs in 2023.

3. *Nonprofit Partners*

Thanksgiving Point offers free access to museums and meeting spaces for nonprofit partners who serve children. This partnership allows Thanksgiving Point to host free venue buyouts, service projects, and more for local nonprofits. Over 30 organizations are part of the partnership program.

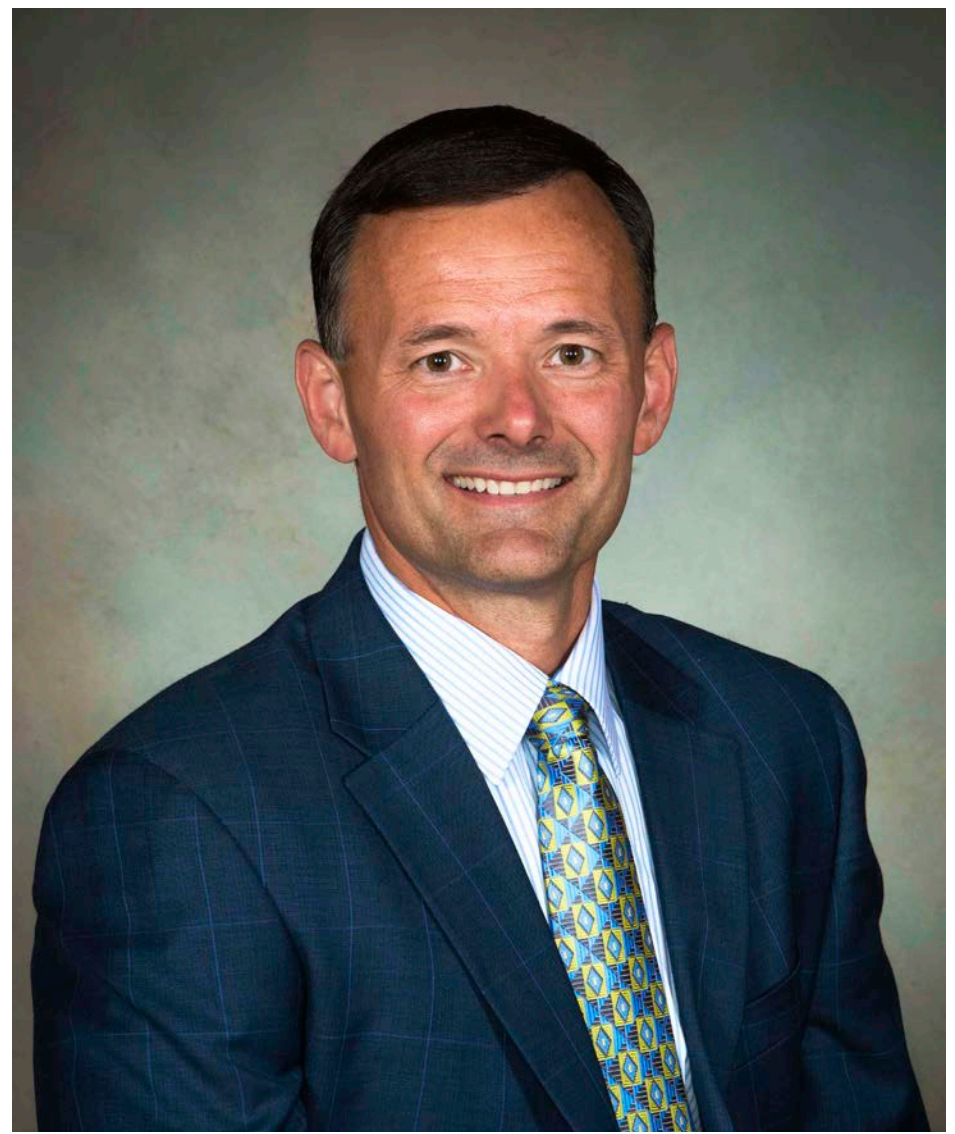
Nonprofit Partners:



THANKSGIVING POINT LEADERSHIP TEAM

McKay Christensen
Chief Executive Officer

McKay Christensen is a business leader, author, professor, and podcaster. He joined Thanksgiving Point as the CEO in 2021. His career began at Procter & Gamble after graduating with an MBA and MAcc from the BYU Marriott School of Business. He later earned a Ph.D in Adult and Organization Learning. His podcast, "Open Your Eyes," premieres episodes weekly and discusses personal development and team leadership. His previous leadership experience includes being President/Chief Strategy Officer for Melaleuca, Inc and COO for KLAS Research.



Allen Ash
Chief Financial Officer



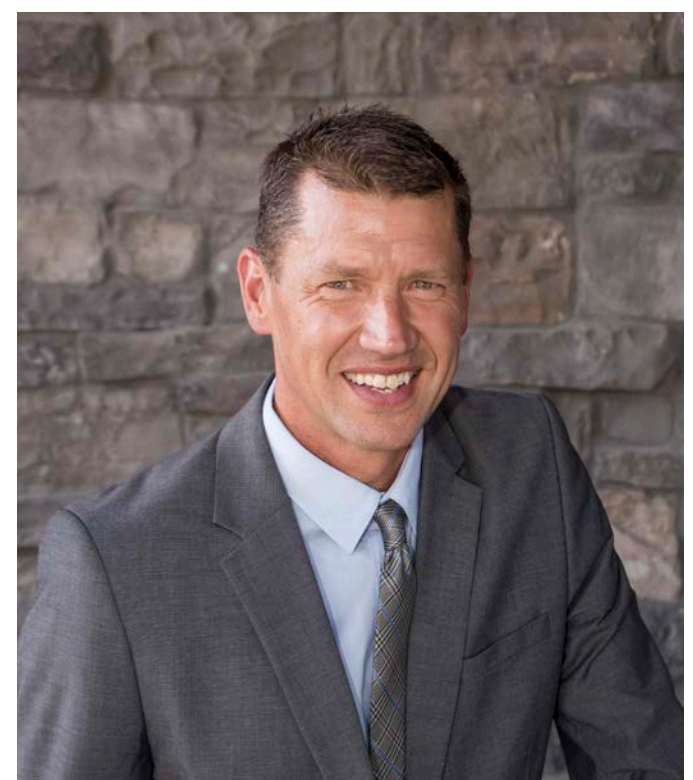
Jeanette Bennett
Chief Visionary Officer



Erica Brown
Chief Marketing Officer



Brent Lange
*Chief Development
Officer*



Kendall Wimmer
Chief Operating Officer

THANKSGIVING POINT ARTWORK & VISUALS

Find logos, photos, and videos of Thanksgiving Point venues and events [here](#).



CONTACT

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