

THANKSGIVING
POINT

CURIOSITY FARMS

MEDIA KIT



2501 West Wildflower Lane, Lehi, Utah

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“Curiosity Farms” Opens at Thanksgiving Point

STEM takes root on 9-acre farm and learning center

LEHI, Utah (August 20, 2024) - **Thanksgiving Point** is thrilled to announce the ribbon cutting and grand opening of the newly reimagined venue, **Curiosity Farms**, on September 26, 2024. Showcasing the latest in farming technology, state-of-the-art sustainability practices, and offering a look into the world of animal husbandry, Curiosity Farms is the gateway for kids to explore science, technology, engineering, and mathematics (STEM) in agriculture.

Curiosity Farms will educate on various agricultural technologies and sciences, including hydroponics, animal science, urban food production, the future of farm management, and more. Through multiple new and redesigned exhibits, Curiosity Farms will be a living laboratory for kids to explore and grasp the transformative power of STEM concepts.

“Curiosity Farms brings STEM learning, particularly tech, to the forefront of young minds using a topic everyone is familiar with: our food,” said McKay Christensen, CEO of Thanksgiving Point. “Kids will get curious managing livestock with GPS, build their confidence while exploring the Play Patch Playground, and learn more about the food system, which grows compassion for life and awareness of global issues.”

Curiosity Farms will feature five new experiences:

- **Livestock Learning Lab:** Understand how agriculture is heavily influenced by science and technology in the Livestock Learning Lab. This new building will feature hands-on exhibits about genetics, economics, and breeding. The Livestock Learning Lab will also feature a live chicken egg incubator, a milking parlor where guests can milk cows daily, a rabbit habitat, and a forty-foot-tall alfalfa-themed climbing structure.
- **Innovation Station:** Drone pollinators, robot farm hands, and more will educate guests on the advancements in agriculture technology. Hands-on displays will introduce kids and adults to modern farming techniques and inspire the next generation of farmers.
- **Play Patch Playground:** This all-abilities farm-themed playground features slides, climbers, and engaging sensory activities. The state-of-the-art, inclusive play space offers accessible features throughout, including a We Go Swing designed for wheelchair users and other assistive devices.
- **Grow Tech Gardens:** Visitors get a glimpse into the future of agriculture with innovative hydroponic containers. These specialized plots cultivate high-yield crops without soil, providing both fodder for Curiosity Farms and fresh produce for Harvest Restaurant. Remarkably, this compact system produces crop yields comparable to vast acreage while conserving water, mitigating pests and diseases, and enabling year-round cultivation.
- **Saddle Up Stables:** Learn all about ponies and horses and how they meet various farming needs at Saddle Up Stables. Two pony-walking carousels allow all guests under 10 one free pony ride per



visit. Also, Saddle Up Stables will have learning exhibits about ponies and a lead-around riding experience, where guests will ride a guided pony on an outdoor path.

Curiosity Farms will also have a larger pasture area, new animal pens, a train ride around the pasture, new daily shows and programs, and a brand-new entrance and welcome building.

Thanksgiving Point thanks title sponsor the Bill and Pat Child Foundation for supporting the vision of a new tech and science learning center in Utah.

Thanksgiving Point will host a public ribbon cutting and grand opening ceremony at 10:30 am on September 26, 2024. Members of the media and friends of Thanksgiving Point are invited to attend the short program with guest speakers McKay Christensen (Thanksgiving Point CEO), Bill Child (Bill and Pat Child Foundation Founder), Alan Ashton (Thanksgiving Point Founder) and Mark Johnson (Lehi City Mayor) followed by a self-guided tour of Curiosity Farms. Prior to the ribbon cutting ceremony, a tethered hot air balloon will take media and invited guests up 50 feet in the air (weather permitting) for a birds-eye view of the new 9-acre space.

Curiosity Farms at Thanksgiving Point opens to the public on September 30, 2024. Thanksgiving Point members are invited to preview the space from September 26 to September 28 before it opens to the general public. Daily hours are 9 am to 8 pm, closed Sundays. Admission is free for members and children under three. Curiosity Farms is included in Thanksgiving Point's Every Kid Counts: Admission program, meaning kids with families receiving WIC or SNAP benefits can visit for free.

Curiosity Farms is located at 2501 West Wildflower Lane in Lehi, Utah. For ticket prices and additional information, please visit thanksgivingpoint.org/curiosityfarms.

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About Thanksgiving Point

Created in 1995 by Alan and Karen Ashton, Thanksgiving Point is where curious kids grow. Welcoming millions of annual visitors to learn, dine, play, and explore together, Thanksgiving Point's mission is focused on helping all Utah kids. At Thanksgiving Point's award-winning venues and events, kids of all backgrounds gain confidence and get curious about STEM concepts they can use throughout their lives. Thanksgiving Point is located at 3003 North Thanksgiving Way in Lehi, Utah. For more information, call 801.768.2300 or visit ThanksgivingPoint.org.



Curiosity Farms Grand Opening Ceremony

ABOUT: Thanksgiving Point will host a ribbon cutting and grand opening ceremony for Curiosity Farms - the newly reimagined STEM learning center. Members of the media are invited to attend early morning for live or prerecorded interviews, partipate in a tethered hot air balloon ride with an overview of the new farm, and hear from Thanksgiving Point representatives and community leaders about the impact Curiosity Farms will have on the state of Utah.

WHERE: 2501 West Wildflower Lane, Lehi, Utah. Hot air balloon rides will occur inside the venue, and the ribbon cutting ceremony will be directly outside the new welcome building.

WHAT: Hot air balloon rides will showcase Curiosity Farms from a birds-eye view about 50 feet in the air. A public ribbon cutting will feature Thanksgiving Point representatives and speakers from the community. At 11 am, the ribbon will be cut and a small RC hot air balloon will launch and fly around the property. After the ribbon cutting, members receive free admission to tour the newly reimagined venue.

WHEN: September 26, 2024 from 7:30 to 11:30 am. Public ribbon cutting ceremony begins at 10:30 am.

WHO: Speakers and interview requests will be available for:

- McKay Christensen, CEO of Thanksgiving Point
- Alan Ashton, Founder of Thanksgiving Point
- Bill Child, Founder of the Bill and Pat Child Foundation
- Mark Johnson, Mayor of Lehi City

SCHEDULE:

- 7:30 am to 9:30 am: Tethered hot air balloon rides
- 10:30 am: Ceremony begins, speakers begin
- 11 am: Ribbon cutting and an RC hot air balloon launch to fly around Curiosity Farms
- 11:30 am: Member preview and admission to Curiosity Farms begins

CONTACT: Please contact Abby Allard, Communications Manager at Thanksgiving Point, for interview requests.

aallard@thanksgivingpoint.org
801.768.4782



ABOUT CURIOSITY FARMS

Showcasing the latest in agricultural technology, practices, and processes, Curiosity Farms is a real working farm in the heart of Utah's metropolitan area, highlighting STEM learning in farm management.

- Formerly known as “Farm Country,” Curiosity Farms opened to the public in 1996.
- Curiosity Farms is located on the site of the historic Fox Family Farm.
- Curiosity Farms helps guests learn first-hand about the science and technology behind food production, farm management, and animal care.
- Children and families will become curious, confident, and compassionate while participating in hands-on learning activities.
- Focusing on the future of farming, guests can learn and get curious about pollinator drones, GPS tractors, urban gardening, hydroponics, breeding genetics, farm economics, and more.
- Dozens of sheep, goats, chickens, cows, donkeys, horses, pigs, llamas, and more educate guests on animal care and veterinary sciences while also encouraging compassion.
- Daily shows and programs like Animals Up Close and Plant Lab create confident STEM learners, allowing them hands-on opportunities for participating in real animal care and urban gardening.
- The Grow Tech Gardens are used to create both fodder for the animals at Curiosity Farms and, using special hydroponic containers, fresh produce, including lettuce, leafy greens, root vegetables, and more for Harvest Restaurant.
- Hands-on experiences like the Play Patch Playground, Alfalfa Climber, cow milking, pony-riding, and more make Curiosity Farms a revolutionary play and learning center in the heart of Utah.

Annual Events:

- Lamb & Wool Festival
- Baby Animal Days

ABOUT **THANKSGIVING POINT**

3003 N Thanksgiving Way, Lehi, Utah | 801.768.2300

Thanksgiving Point is a 501(c)3 nonprofit garden, museum, and farm complex founded as a gathering place and gift to the community. Thanksgiving Point is where curious kids grow.

- 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.
- **Over 2 million guests** visit Thanksgiving Point venues annually through a mix of programs, including signature experiences, educational offerings, catered events, dining, and entertainment.
- It was **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 discover the latest in agricultural technology at Curiosity Farms, a real working farm and STEM center in the heart of Utah.
 - **Museum of Natural Curiosity**: Over 400 interactive, family-friendly, and fun exhibits engage audiences of all ages in explorative play.
 - **The Carousel**: Spin into a world of wonder at The Carousel, featuring 30 hand-painted horses and classic Victorian design.
- 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.

Discovery Centers

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

Restaurants

- Harvest Restaurant
- Tower Deli
- Trellis Café

Popular Events

- Tulip Festival
- Luminaria



QUOTE SHEET

“Curiosity Farms brings STEM learning, particularly tech, to the forefront of young minds using a topic everyone is familiar with: our food. Kids will get curious managing livestock with GPS, build their confidence overcoming challenges at Play Patch Playgroun, and learn more about the food system, which grows compassion for life and awareness of global issues.”

- McKay Christensen, CEO and President, Thanksgiving Point

“Curiosity Farms is more than just a farm. It is a seed of inspiration planted with the hope of growing young minds. Karen and I are thrilled to share this special place with our community’s children, where they can explore, learn, and discover the wonders of the natural world.”

- Alan Ashton, Thanksgiving Point Founder

SPONSORS

Curiosity Farms was completed with help from generous organizations and individuals that support Thanksgiving Point's mission. Thanksgiving Point thanks all sponsors for their contribution to the community.

Title Sponsor: Bill and Pat Child Foundation

Building Sponsors:

- Bill and Pat Child Foundation
- Gardner Group
- George S. and Dolores Doré Eccles Foundation
- Governor's Office of Economic Opportunity (GOEO) Division of Water Quality
- Kellogg Family Foundation
- Union Pacific
- Utah Office of Outdoor Recreation (UORG)

Curiosity Farms Supporters and Sponsors:

- Ashton Family Foundation
- Dunn Family
- Fugal Family
- Jack and Mary Lois Wheatley Family Fund
- JKS Family Foundation
- Joan and Tim Fenton Family Foundation
- Lillywhite Family
- Modersitzki Family
- Mountain America Credit Union
- Pestana Family
- Parker Family
- Sorenson Legacy Foundation
- Utah Legislative Funding
- VanWagoner Family
- Williamsen Family Foundation
- Woodward Family
- Woolley Family
- Anonymous

MEDIA & CONTACT

To view Thanksgiving Point's approved media library, [please click here](#).

For questions about Curiosity Farms or to schedule interviews, please contact:

Abby Allard

Communications Manager, Thanksgiving Point

801.768.7482

aallard@thanksgivingpoint.org

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