



# 2023 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.*

**1.9 MILLION**  
Tickets sold in 2022



**46,000+**  
Followers on Facebook



**88%**  
Rate Thanksgiving Point as a  
High-Quality Entertainment  
Experience

**94%**  
Satisfaction Rate

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 **five 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
  - **Farm Country**: Milk a cow, ride a pony, and meet dozens of other farm animals at Farm Country, 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
- Hosts **hundreds of entertainment and educational offerings each year**, covering a variety of disciplines
- **Every Kid Counts** initiative brings hands-on science learning to economically disadvantaged kids through outreach programs, satellite locations, and the Museums for All program. Museums for All provides kids with families on SNAP or WIC benefits with free admission to all venues.



# Recent Accolades

- **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
- **2020 Best of State:**
  - o Event/Performance Venue: Thanksgiving Point
  - o Fairs, Festivals & Events: Tulip Festival
  - o Museums: Museum of Natural Curiosity
- **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
- Farm Country
- Museum of Natural Curiosity

## Restaurants

- Harvest Restaurant
- Trellis Café
- Tower Deli

## Popular Events

- Tulip Festival
- Dinosaur Island
- 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. *Museums for All*

Kids of families on SNAP or WIC benefits receive free admission to any of the five discovery centers at Thanksgiving Point. Adults on SNAP or WIC benefits pay just \$3 per person. In 2022, over 71,500 people utilized this program.

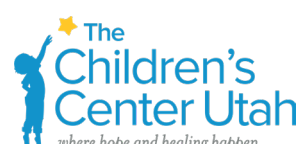
### 2. *Nonprofit Partners*

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.

### 3. *Community Outreach*

Thanksgiving Point established satellite campuses and outreach programs to reach the underserved, marginalized, and underrepresented members of the community. At these satellite campuses, Thanksgiving Point educators bring all supplies and instruction for science learning for free to schools, community centers, and more. Over 21,000 individuals were served in 2022.

## 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 earned a Ph.D in Adult and Organization Learning and teaches business strategy at the BYU Marriott School of Business. 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*



**Heidi Boyer**  
*Chief of Staff*



**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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