

For Immediate Release

Thinkery announces phased reopening beginning Labor Day weekend

The museum introduces a new “Path To Play” for Austin families to enjoy hands-on, STEAM-based learning in a safe and healthy environment

[8.24.2020] – Austin, TX – Thinkery is pleased to announce it will begin a phased re-opening to the public beginning this Labor Day weekend. Saturday, September 5, will be a special, Member Appreciation preview day, with sessions available to the general public on Sunday (9/6) and Labor Day Monday (9/7).

“We have heard from so many families over the past six months, telling us how much they miss coming to Thinkery and exploring our exhibits and galleries,” said Thinkery Chief Executive Officer Andy Bell. “We have missed all those kids and families just as much. Now, possibly more than ever, children and families are in need of opportunities for fun, play-based, interactive learning experiences. I am delighted that we are finally in a position to re-open the museum in a way that, we hope, will provide families vital opportunities to play and learn together while still creating a safe and healthy environment for visitors and staff.”

The museum experience will look a bit different when guests return. Thinkery will be deploying a new “Path To Play” model, which allows small groups of 10 to move throughout the museum in a timed and sequenced fashion to maintain proper social distancing and minimize interaction with other guests.

There will be three available sessions per day, each one lasting 90 minutes, with a maximum of 60 guests in the museum at any given time. Guests will be assigned to a specific, 10-person group identified by colored stickers; those groups will move through the museum, with 15 minutes of dedicated exploration in each of the six open galleries.

Details of the new “Path To Play” experience can be found on Thinkery’s website at thinkeryaustin.org/pathtoplay.

“We want to thank everyone who has supported us during our closure,” said Bell. “We’ve worked very hard to find the best and safest way to reopen for guests. Our Members have been incredibly patient and supportive, and we’re very happy to have reached a point where we can begin to welcome the community back.”



Thinkery hosted a virtual fundraiser on August 8 to support the reopening effort. The success of that event has allowed the museum to move forward with the Labor Day reopening. "We are so grateful for everyone who contributed to our STEAM Power Fund during the fundraiser. Without them, this would not have been possible," Bell said.

Tickets for the Labor Day weekend sessions will be available on Thinkery's website at thinkeryaustin.org/tickets. Beginning Friday, September 11, the museum will be open three sessions a day every Friday, Saturday, and Sunday. The goal is to add additional session days throughout the week, expanding opportunities for parents and caregivers to enrich the educational experience of children learning remotely this school year.

We invite your coverage of Thinkery's re-opening weekend. Thinkery CEO Andy Bell will be available for interviews and walk-throughs. To preserve operational efficiency, we request any coverage requests be booked in advance. To schedule an interview or on-site visit, please contact Jeff Dellinger at jdellinger@thinkeryaustin.org.

About Thinkery

Thinkery is Austin's home for "why" and "how." Our mission is to create innovative learning experiences that equip and inspire the next generation of creative problem solvers. Thinkery offers 40,000 square feet of indoor and outdoor exhibits for children and families to learn through play. It's a place where science and families play side by side and people connect with ideas by doing, making and experiencing.

Thinkery is a 501(c)(3), private nonprofit organization; last year we served more than 460,000 children and their grown-ups.