



**MEDIA RELEASE - FOR IMMEDIATE RELEASE  
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## **Nutrien Children's Discovery Museum Unveils New Name, New Brand**

**SASKATOON — After nearly two decades operating as the Children's Discovery Museum, the museum revealed its new name and brand on Wednesday, January 30.**

Wonderhub staff and title sponsor Nutrien invited select dignitaries and media representatives to the Park Town Hotel on Wednesday, January 30 for an exclusive first look at the museum's new name, logo, vision, and visual identity. Formerly the Nutrien Children's Discovery Museum, the organization will now operate as Nutrien Wonderhub.

This rebrand has been months in the making. A new visual identity sits alongside an updated mission, vision, and core values. Many of Nutrien Wonderhub's brand elements pay tribute to the museum's history and the Mendel building. Designs for both the logo and the Wonderhub Wondernauts—fun, quirky characters that will now feature in the organization's marketing and communications—were inspired by the building's distinct roofline.

"I think I can speak for the whole Nutrien Wonderhub team when I say that we are so excited about our new brand and how well it encapsulates exactly what we are creating," said Amanda McReynolds Doran, Executive Director for Nutrien Wonderhub. "Our exhibits and programs bring together play and learning in exciting and innovative ways to help instill in children a love of learning and a confidence in themselves. Our organization helps families reconnect and helps everyone who comes through our doors experience that sense of wonder that makes childhood so magical. What better way to capture all that we do than with the name Wonderhub and our new Wondernauts?"

"When we aspire to grow our world from the ground up, it starts with kids and families here in our community. It starts with engaging young minds and nurturing their interest in discovery. It starts today – with the unveiling of a new brand and fresh look at the future of a respected community organization," said Fern Boutin from Nutrien.

Founded in 2002, the Children's Discovery Museum operated as a traveling children's museum until it opened a permanent location in Saskatoon's Market Mall in May 2009. Over its 10-year tenancy, the museum consistently attracted nearly 20,000 visits per year. This number is expected to rise to more than 100,000 once the museum reopens to the public at its new location later this year.

**To schedule an interview with Amanda, please contact Marlea Whitley (Development Manager) at (306) 249-3475 or [marlea@wonderhub.ca](mailto:marlea@wonderhub.ca).**

**To learn more about Nutrien Wonderhub, visit [www.wonderhub.ca/media](http://www.wonderhub.ca/media).**

Nutrien Wonderhub is Saskatchewan's first and only children's museum, combining play with education to bridge the gap between school and home, nurturing creativity, discovery, and playful learning in children and grown-ups alike. Nutrien Wonderhub celebrates art, science, technology, and the cultural fabric of Saskatchewan through hands-on exhibits, programs, and community outreach.