



Nutrien Wonderhub
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wonderhub.ca

FOR IMMEDIATE RELEASE

Nutrien Wonderhub Announces Changes to General Admissions Pricing and Hours, Effective October 3, 2023

Saskatoon, SK – September 13, 2023 – Nutrien Wonderhub announced today that it will adjust its general admission pricing and hours of operation this fall. Beginning October 3, 2023, general admission will increase from \$8.50 to \$9.50 per person, plus taxes. Admission for children under the age of one will remain free.

Members will continue to enjoy free admission; however, the museum's 6-month Family Membership will increase from \$160 to \$175 while the pricing for annual Family and Individual Memberships remains the same at \$250 and \$65, respectively.

In 2022-23, general admission and membership revenue accounted for more than 47% of Wonderhub's total revenue, making them essential sources of support for the non-profit organization that welcomed nearly 110,000 visitors in the same year.

Wonderhub will also adjust its operating hours, moving the daily closing time from 6:00 PM to 4:30 PM. The museum's weekly hours will be Tuesday through Sunday, from 9:00 AM – 4:30 PM. This change is being implemented following careful analysis of visitor patterns, allowing Wonderhub to deploy resources more efficiently while ensuring that operating hours continue to meet the needs of the children and families the museum serves.

"The decision to implement these changes was not taken lightly," said Leah Brodie, Chief Executive Officer of Nutrien Wonderhub. "Like most non-profit organizations and businesses in our community, Wonderhub is experiencing rising costs due to inflation and other factors. These changes are necessary to sustain our ability to continue to deliver the exceptional experiences, exhibits, and educational programs that have made Wonderhub a cherished institution within our community."

Wonderhub remains committed to reducing barriers to visitation. With generous funding from Kinsmen Club of Saskatoon, Saskatoon Public Library card holders have the opportunity to borrow a Discovery Pass, providing free admission to the museum for up to six individuals, from the Frances Morrison Central Library, Dr. Freda Ahenakew Library, and Mayfair Library.

Nutrien Wonderhub is Saskatchewan's only children's museum. Wonderhub's mission is to bring children and families together to create, learn, play, and explore without boundaries. As a non-profit organization, Wonderhub fosters creativity, curiosity and a lifelong love of learning in children and their grown-ups through interactive exhibits and engaging educational programs. The museum is located in Saskatoon, on Treaty 6 Territory and the traditional homeland of the Métis Nation, along the banks of the South Saskatchewan River in the historic Mendel Building. Visit wonderhub.ca for more information.

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