



## Bay Area Discovery Museum

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# NEWS

*FOR IMMEDIATE RELEASE*

### **BAY AREA DISCOVERY MUSEUM ANNOUNCES NEW LEADERSHIP TEAM Karyn Flynn Appointed CEO & Executive Director**

January 3, 2012 (Sausalito, CA) – The Bay Area Discovery Museum announced today the permanent appointment of Karyn Flynn as Chief Executive Officer and Executive Director, following a successful four-month appointment as Interim Executive Director. Karyn Flynn will step down as Chair of the Board of Trustees, effective immediately.

In addition, the Museum announced the appointment of Elizabeth Rieke as Executive Director of the Center for Childhood Creativity, an advocacy group being incubated by the Bay Area Discovery Museum. The intent of the center is twofold; 1) raise national awareness about the growing creativity deficit in young children and the implications therein, 2) work directly with parents and educators at a grassroots level to provide knowledge and tools for cultivating creative minds. Museum Trustee Elizabeth Rieke will also step down from her Board position.

“The Board is excited by the incredible opportunity for the Museum to have two trustees step off board into operating roles to lead the Bay Area Discovery Museum, both on site and in our new creativity advocacy program,” said President of the Board Humberto Galleno. He further elaborated that Flynn and Rieke will lead the Museum’s strategic priorities including a revitalization of the visitor experience, a focus on operational excellence and growth, and the creation of a national platform for creative development. Both will report directly to the Board of Trustees.

“I am thrilled to build upon my five-and-a-half years as a Trustee—and years as a visitor with my own children—to expand and deepen the Museum’s impact as a national leader in creativity,” said Flynn.

#### **ABOUT KARYN FLYNN**

Karyn Flynn served on the Board of Trustees of the Bay Area Discovery Museum from 2006 - 2011. She has a background in investment management, having worked for Goldman Sachs in the Private Wealth Management group. She currently serves as Trustee for Heyday Books in Berkeley. In addition, she holds an M.B.A. from London Business School.

#### **ABOUT ELIZABETH RIEKE**

Elizabeth Rieke has extensive expertise in retail, museum and product launches. As the Chief Marketing Officer at California Academy of Sciences, she led the re-positioning and grand re-opening of the museum in Golden Gate Park. She has also served as a Vice President at Gap, and formerly worked for Bain & Company consulting firm. She has a passion for exposing children to creative learning outlets in today’s over-programmed education environment. She earned an MS in International Journalism from the University of Colorado and an MBA from Dartmouth.

#### **MORE ABOUT THE CENTER FOR CHILDHOOD CREATIVITY**

The Center for Childhood Creativity is launching in 2012. As an advocacy arm of the Museum, the Center will raise national awareness about the growing creativity deficit in young children and the implications therein, and work directly with parents and educators at a grassroots level to provide knowledge and tools for cultivating creative minds. The Center is not tackling creativity as an endeavor in the arts, but rather creativity at the most holistic level of creative thinking skills. The center is building partnerships with key education, research and advocacy groups in this space to join together and find solutions. It is located at the Museum.

#### **ABOUT THE BAY AREA DISCOVERY MUSEUM**

The Bay Area Discovery Museum is a one-of-a-kind indoor and outdoor children's museum at the foot of the Golden Gate Bridge, serving over 300,000 visitors per year on its 7.5 acre Sausalito campus. The Museum is recognized as the leading children's museum dedicated to developing childhood creativity, nurturing future generations of creative thinkers and innovators. With this emphasis on creativity through play, the Museum encourages children ages 6 months to 8 years to develop into curious, creative, adventurous lifelong learners and explorers. The Bay Area Discovery Museum is a Partner of the Golden Gate National Parks.

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