



Because of You ...

This year to date!

Because of You...

153,000 guests

have counted on Pretend City
to **engage their curiosities
and imaginations** through
art, dramatic play, and rich
**educational learning
experiences.**



Because of You...

5,000+ guests participated in
Neurodivergent Family
Nights

Our **free** events give parents and children a session in a special **sensory-friendly environment**, to explore the City while hosting a supportive hub of families experiencing similar situations.

Pretend City's trained professionals support families with access to community partners and **guidance** during their play time.



"This week we went to [@pretendcity](#) for their Neurodivergent Night. I had no intention of staying the full two hours, thought for sure Silas would be too young to enjoy it. But he explored the entire place for the full two hours and could've easily stayed to play longer! 10/10 would recommend! "

- Pretend City Guest Testimony



**Social
Competence**



**Physical Health &
Well-Being**



Emotional Maturity



**Communication Skills &
General Knowledge**



**Language &
Cognitive Development**

Because of You...

553 Children Received Developmental Screenings

"As a first-time parent, this program helped me understand the milestones my son should be achieving; we are grateful for the opportunity to participate, receive educational tips and feel part of the museum."

Our **free screenings** pinpoint developmental progress in the areas of communication, gross motor and fine motor skills, problem solving, and personal-social skills.



Because of You...

**63,588 guests visited
Camping in the City –
*A Trek through
Wilderness Park***

Our summer learning space focused upon **Conservation, Respect for Eco-Systems, and Nature's Impact on Well-Being**, while families bonded through **STEM** activities. This experience featured hiking trails and animal prints to track, a fishing pond, a campsite to pitch a tent and a 'campfire' to sit around and share stories.

A post-survey shared the top four reasons guests loved Camping in the City:

- I was inspired to spend time with my family in the outdoors
- I took care of the environment by reducing my waste
- I liked practicing for my outdoor adventures in a safe space
- I played more zero-energy games with my family and friends

A special thanks to our Sponsors:

Frank's Irvine Subaru, Off the Grid Rentals, Applied Medical, Orange County Power Authority, PwC, Modern Woodmen, The Lotts Agency

Because of You...

Pretend City celebrated 14 years in Irvine!

Since our opening in 2009, we
have served **over 2.2 million
guests** and counting.

Our birthday party was a **“WILD”**
celebration with bugs,
amphibians, and reptiles!





This year, we transformed our Café into **Marukome** Japanese Cuisine (above) and changed out our Home to feature the Tongan and Samoan heritage of the **Fifita-Talavou** Family. (right).



Because of You...

275 community and cultural partners enhanced programming

Pretend City is a **welcoming place** for all of our community members. Our Home and Café learning spaces, along with Cooking in the City are dedicated to representing the many **cultures, religious celebrations, and variety of situations** that make up Orange County residents.

Every day families learn about our world through Storytime and interactive programming.

Because of You...

Pretend City became the **first** Orange County city to proclaim **Hunger Action Month** in September with mayor of the day, Cora, one of our frequent member visitors.

Storytime taught children about hunger and food insecurity. Families packed apples for beneficiaries of Second Harvest, our new partner.



Because of You...

**2,500 families participated in
Baby Steps**

Pretend City supports parents of **birth to 18-month old babies** by teaching them about their **child's developmental milestones** and engaging them in appropriate activities and learning.

"The magic in early education is not only for the children but also for us parents. We have witnessed our children develop and been able to connect with them more. We have also been able to connect with other parents in this magical world."



Because of You...

Pretend City ensured that every member of our community had access to experience the magic and learning found in our City.

Our **Welcome Families** program has distributed **7,840 tickets valued at \$156,408** to **14 nonprofit partners** focused on serving young children experiencing challenging circumstances.

Our **Museums for All** and **Military Families discounts** has afforded **10,900** guests a Pretend City experience valued at **\$144,244**.

21 Title 1 School Field Trips have been scheduled at no cost for **1,206 students**, valued at **\$24,060**.



A young child with a red bow in their hair is smiling and painting a red car with a red marker. The child is wearing a blue dress with a floral pattern. In the background, another child is also painting. The scene is outdoors and festive.

Because of You ...

We are gearing up for the holiday season, where kids and families unite in **boundless fun and joy** – all while propelling our little ones for a successful **life-long journey of learning**.

Thank you for your generosity to Pretend City and your dedicated belief in early childhood development.