

FOR IMMEDIATE RELEASE

Media Contact:

Marissa Lorange

314.288.2520

marissa@magichouse.org



Sandcastle Beach Returns to The Magic House for Summer Fun

ST LOUIS (May 11, 2026) – Families can enjoy a day at the beach without leaving St. Louis as Sandcastle Beach returns to The Magic House beginning Friday, May 22. Open through July 5, the Museum’s backyard will once again be transformed into a large-scale outdoor sand experience for children and families.

Using ten truckloads of sand, The Magic House creates an interactive beachfront environment featuring a boardwalk, shell dig, shaded seating areas, and open sand space for hands-on play. Visitors are invited to explore, build, and engage in creative play throughout the summer.

World-champion sand sculptor Dan Belcher returns to create the exhibit’s signature sandcastle. During the first several weeks of Sandcastle Beach, visitors can watch Belcher sculpt the castle live, offering a behind-the-scenes look at the artistic and technical process involved in creating the large-scale centerpiece.

“This year’s sandcastle design celebrates the 250th anniversary of our nation, highlighting its beauty and the children who make it such a special place,” said Dan Belcher, sand sculptor. Once completed, the finished sandcastle will remain on display through July 6.

A St. Louis native, Belcher holds a Bachelor of Landscape Architecture from Kansas State University and has created sand sculptures at events and destinations around the world. His live sculpting has become a defining element of Sandcastle Beach and a popular draw for returning visitors.

Sandcastle Beach is sponsored by Prairie Farms and is included with Museum admission. Visitors can experience the exhibit beginning May 23 during regular Museum hours.

Feel free to send something over, or I can use something like this: “Prairie Farms is proud to continue our long-standing support of Sandcastle Beach,” said Carol Stewart, Sales Manager, St. Louis Division at Prairie Farms. “This exhibit has become a summer favorite for families, and we’re pleased to help make this hands-on experience available to the St. Louis community year after year.”

For more information about Sandcastle Beach and to plan your visit, please visit:
<http://magichouse.org/exhibits/sandcastlebeach/>

Kick-Off to A 90s Summer

The Magic House will launch its summer season with a Kick-Off to A 90s Summer on Friday, May 22, from 9:30 a.m. to 5 p.m. The event marks the opening of Sandcastle Beach, the transition to summer hours, and the start of A 90's Summer, a season-long marketing initiative that will continue throughout the summer.

During the event, families can explore Sandcastle Beach, enjoy bubbles in the front Play Garden, plus kids will get a free patriot pop from Prairie Farms while supplies last. Kick-Off to 90's Summer introduces the themes and activities families will see woven into programming and experiences throughout the season.

Kick-Off to 90s Summer is included with the price of admission. For more information, visit: <https://www.magichouse.org/events-programs/kick-off-to-90s-summer/>

About The Magic House, St. Louis Children's Museum

The Magic House is a not-for-profit participatory museum that provides hands-on learning experiences that spark imagination, pique curiosity, enhance creativity and develop problem-solving skills within a place of beauty, wonder, joy, and magic. Serving more than 550,000 visitors annually, The Magic House opened in 1979 and has 55,000 square feet of hands-on exhibits. In 2019, the Museum opened an all-new satellite makerspace in the City of St. Louis on Delmar Boulevard, located between the Central West End and the Delmar Loop.

To stay up-to-date with The Magic House, visit www.magichouse.org and follow us on [Facebook](#) and [Instagram](#).

###