



the new children's museum

news release

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THE NEW CHILDREN'S MUSEUM RECEIVES \$5 MILLION CHALLENGE COMMITMENT

June 2, 2008—San Diego, California—The New Children's Museum announces a \$5 million challenge from a group of generous and visionary donors. The commitment represents a creative approach to philanthropy for an innovative institution, and the money will be given to the Museum as matching funds are raised. This incredible show of support from the community demonstrates the Museum's fundraising momentum, and secures the long-term fiscal health and growth of the Museum.

With \$5 million pledged from a group of challenge partners, all new gifts up to \$5 million will be matched dollar-for-dollar. The total of \$10 million will allow the Museum to complete payment for its new, environmentally sustainable facility. Gifts must be received within the next two years to be eligible for the challenge match.

"This extraordinary challenge puts our campaign goal within reach," said Rachel Teagle, the Museum's executive director. "We are extremely grateful to these donors, including one who has committed over \$8 million to the Museum, and taken a leadership role to ensure this institution will serve the children and families of this community for many years to come."

Those interested in participating in the campaign challenge can contact Synthia Malina, Individual Giving Manager, at 619 233 8792 x106.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that celebrates children and the visual arts. A non-profit institution funded by memberships and community support, the Museum empowers children to think, play and create with participatory exhibitions, hands-on studio opportunities, and in-depth classroom experiences.

The Museum has opened its beautiful new home, a state-of-the-art facility in downtown's Marina district. Designed by San Diego architect Rob Wellington Quigley, the environmentally sustainable building is one of the first "green" museums in California. To learn more or become a Museum member, visit www.thinkplaycreate.org.