



news release

For immediate release

media contacts

Kerri Fox
619 795 1524
301 404 8921 (cell)
kfox@thinkplaycreate.org

Lauren Calvillo
619 795 1766
626 826 7337 (cell)
lcalvillo@thinkplaycreate.org

Photos available upon request

THE NEW CHILDREN'S MUSEUM ANNOUNCES CYBER MONDAY DEALS

Significant Price Reductions on Membership and Venue Rentals

SAN DIEGO – November 24, 2014 – The New Children's Museum will offer their biggest discounts of the year to online shoppers this Cyber Monday, with limited-time reduced pricing on Family Level memberships and venue rentals.

The Membership Deal provides a 25% savings on the Museum's \$80 Family Level membership, beginning at 12:00am on Monday, December 1. In addition to unlimited Museum access for a family of four for the entire year, membership includes:

- Access to Members Only Family Time every Sunday from 10am-12pm
- Invitations to exclusive Members Only events
- Reduced parking in the Museum garage
- Discounts on camps, birthday parties and in the Museum's Green Bellies Café

How to Redeem: The Museum will post a special promo code on their website and social media channels on November 30, one day prior to Cyber Monday.

The Venue Rental Deal will offer a 50% savings (up to \$3,250!) on the Museum's state-of-the-art downtown venue that has become an increasingly popular space for weddings, corporate events, proms, holiday parties and other special occasions. Featuring three floors of contemporary culture, the 50,000-square-foot venue allows for flexible space options for groups of up to 1,000.

How to Redeem: Contact the Museum's Event Services department to learn more about accessing the Cyber Monday promotion at 619-795-1698 and events@thinkplaycreate.org.

Terms and Conditions

Family Membership Offer only valid from 12:00am to 11:59pm on Monday, December 1, 2014. This offer is ONLY available online. Designated promo code must be entered at checkout – no price adjustments will be made. This offer cannot be combined with any other discount and is ONLY available on Family Level memberships.

Venue Rental Offer only valid from 12:00am to 11:59pm on Monday, December 1, 2014 and may not be applied to a previously booked event. A \$2,500 non-refundable deposit is required; additional fees (security, staffing, janitorial, etc.) and the balance of your facility use fee will apply. Event must take place no later than December 31, 2015. Offer is subject to availability and may not be combined with any other promotion. Minimum facility use of full main level is required. Maximum guest count may not exceed 400.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. The Museum collaborates with contemporary artists on an ongoing basis, both for large-scale thematic exhibitions, individual installations and educational programs for children. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit www.thinkplaycreate.org.

###