



the new children's museum

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 PARTNERS WITH BANFIELD PET HOSPITAL FOR FOURTH CONSECUTIVE YEAR

Partnership Brings Educational Opportunities for Little Pet Lovers to the Museum

SAN DIEGO – March 3, 2015 – The New Children's Museum is partnering with Banfield Pet Hospital® to bring a fourth year of FutureVet® presentations to families in San Diego. The quarterly programs will be held at the Museum on March 29, May 24, August 22 and October 24.

"We developed the FutureVet program to educate children about pet health, and how they can learn to be responsible pet owners at any age," said Daniel Aja, DVM, senior vice president and chief medical officer for Banfield Pet Hospital. "Children are never too young to start exploring the exciting world of veterinary medicine. By engaging with children at a young age, we hope to foster their passion for pets throughout their entire life."

During the presentations, children have the opportunity to meet a therapy dog and engage in a "Question and Answer" session about pets and the work that veterinarians do on a day-to-day basis. Children can also discover the anatomy of animals through anatomical models, x-rays, case studies and other engaging activities.

"We are grateful to Banfield Pet Hospital for sponsoring these educational presentations," said Julianne Markow, executive director and CEO of The New Children's Museum. "We focus on providing visitors with inventive and engaging experiences and are proud to be able to continue hosting this interactive program at the Museum."

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. The Museum 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. The New Children's Museum is a non-profit institution funded by admissions, memberships and community support. To learn more, visit www.thinkplaycreate.org.

ABOUT BANFIELD PET HOSPITAL

Founded in Portland, Ore. in 1955, Banfield is the largest general veterinary practice in the world. In 2007, Banfield joined the Mars, Inc. family of businesses, and today it is more than 900 hospitals strong in neighborhoods across the United States and Puerto Rico. More than 3,200 veterinarians at Banfield are committed to giving pets the highest quality of veterinary care. Banfield hospitals offer a full range of comprehensive medical services, computerized medical records, preventive care plans for pets and extended operating hours. Banfield Pet Hospital provides preventive care for millions of pets each year through Optimum Wellness Plans®. For journalists seeking more information, visit banfield.com or contact the Media Hotline at 888-355-0595.

###