



the new children's museum

news release

For immediate release

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THE NEW CHILDREN'S MUSEUM TO HOST "FAMILY MESS FEST" ON SEPTEMBER 27 *After-Hours Family Party Encourages Exploration of Creativity Through Messy Art-Making*

SAN DIEGO – September 9, 2014 – The New Children's Museum is inviting families to roll up their sleeves and get messy during the first-ever **Family Mess Fest** – a night of paint splattering, mud pie-making, cookie-creating fun at the Museum on September 27.

"We let our imagination run wild as we developed unique and messy activities for Family Mess Fest," said the Museum's Director of Education and Exhibitions, Tomoko Kuta. "We look forward to unveiling all of the specially-designed activities for our attendees to get their hands dirty and explore their creativity."

Scheduled activities for the evening include:

- **Action Painting:** Kids of all ages can collaborate on a giant Mess Fest painting using paint-dipped balls and power! Participants can use canon launchers and other fun paint tools to leave their marks on a giant canvas.
- **Toe Painting for Tots:** An exclusive area will be reserved for children age four and under to use their tiny toes to create unique pieces of art.
- **Clay "Mud" Pies:** Experience slippery, slimy mud pie-making fun! Attendees are encouraged to get their hands dirty as they create clay pies of all shapes and sizes in our outdoor "bakery".
- **Mess Master Garage:** Transform trash into treasure as you trick out the Museum's *Food Truckin'* trucks with cardboard, Styrofoam and other dumpster finds.
- **Cookie Chaos:** Explore your inner pastry chef as you make a mess decorating cookies with creative and colorful toppings!

Family Mess Fest will take place from 5pm to 8pm and feature other messy surprises along with dinner and complimentary drink tickets for the adults. The event is the third installment this year in a series of quarterly "Family Night Out" after-hours parties at the Museum. Funds raised from the event will go toward supporting the Museum's mission of stimulating creativity and critical thinking in children and families through engaging experiences with contemporary art.

Tickets start at \$20 for members and \$25 for general admission. To learn more and to purchase tickets, visit www.stayclassy.org/FamilyMessFest.

Family Mess Fest is made possible by monetary and in-kind support from: Sycuan, Rubio's, Behind the Scenes Catering and Events, Best Beverage Catering, Chris Wodjak Photography and Impressions Event Services.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum (NCM) 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 over 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.

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