



news release

For immediate release

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THE NEW CHILDREN'S MUSEUM RECEIVES \$50,000 GRANT FROM TARGET

Funding for Discounted Admission "Target Dollar Second Sunday" Program

October 6, 2015 – San Diego, CA – The New Children's Museum has been awarded a \$50,000 grant from Target Corporation to fund discounted Museum admission one Sunday per month. The grant funds the Museum's *Target Dollar Second Sundays*, allowing families to enjoy the Museum and eliminating cost as a barrier. This is the 6th consecutive year Target has provided funds to the Museum.

"Thanks to the continued generosity of Target, The New Children's Museum is able to provide children and families with the opportunity to explore creativity at very little cost to them," said Tomoko Kuta, Director of Education and Exhibitions. "This grant provides us with a fantastic opportunity to open the Museum up to those who might not otherwise be able to experience it."

The grant is part of Target's ongoing efforts to build strong, safe and healthy communities across the country. These efforts include Target's long history of giving 5% of its profit to communities, which today adds up to \$4 million each week. Target is on track to give \$1 billion for education by the end of 2015.

Target Dollar Second Sundays are just one component of The New Children's Museum's expansive community access offerings that serve nearly 35% of the Museum's visitors. Additional programs include: *Check Out The New Children's Museum* library program, which offers Museum access through circulating membership cards available at each county and city library branch; Title 1 school visits for schools in economically underserved neighborhoods throughout San Diego County; *Salute our Troops/Blue Star Museums*; plus a variety of community partnerships offering free or discounted admission.

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 began in 1983 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 New Children's Museum is a non-profit institution funded by admissions, memberships and community support.

Learn more at www.thinkplaycreate.org.

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