



news release

media contact

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

Toni Robin
858 483 3918
tr@trprsandiego.com

THE NEW CHILDREN'S MUSEUM ANNOUNCES "A NIGHT IN CALIFORNIA" ANNUAL BENEFIT TO BE HELD OCTOBER 14TH

September 6, 2016 — San Diego — Known for its innovative and out-of-the ordinary events, The New Children's Museum announces this year's much anticipated annual benefit ***A Night in California***, promising a grown-up version of their art and experience-driven model, to be held October 14, 2016. The event draws its inspiration from the Museum's *Eureka!* exhibition, which features commissioned art based on California themes: the desert and waterways, our "car culture" and (of course) the beach. The event will showcase the Museum's unique blend of creativity with food, drinks and music inspired by all our great state has come to represent.

"Everyone should have the opportunity to experience the same level of playfulness, innovation and fun that we foster at The New Children's Museum," said 8-year board veteran and event chair Celeste Hilling. "Our mission supports creativity and imagination and our benefit events carry the same spirit. *A Night in California* will definitely be a night to remember."

The evening, emceed by KUSI morning personality Brad Perry, will begin with an opportunity for guests to explore the galleries and get hands-on with the Museum's installations. Exceptional California-inspired cuisine by The Wild Thyme Company will be stationed throughout the Museum, complementing the art and activities celebrating creative aspects of the California experience. Guests are encouraged to show their creativity and dress in what California means to them: from the Wild West to Old Hollywood, beach to beatnik, and So-Cal hipster chic.

"The New Children's Museum plays a vital role in San Diego," said Judy Forrester, Executive Director + CEO. "Proceeds from *A Night in California* will fund the Museum's exceptional variety of programs that foster creativity and critical thinking in children of all ages and abilities."

The Museum will also recognize three exceptional San Diego leaders with the inaugural *Think-Play-Create Awards*, playing off the tagline that embodies the Museum's positioning and focus. The awards will recognize San Diego-based individuals with significant contributions in three categories: Art Educator, Innovator and Museum Supporter. After the awards, a limited number of one-of-a-kind experiences will be available for auction, followed by a *California Dance Party* in the beautiful Museum Park with live music.

A group of dedicated volunteers are working with the Museum to plan this year's event (photo attached). The committee includes:

Event Chairs: Celeste and Ted Hilling

Members: Tiffany Archer, Kelly Afsahi, Michelle Alexander, Anna Diaz, Annemarie DiGiacomo, Karla Davidson, Dara Green, Jen Harvey, Ilene Lamb, Molly Lutowski, Cathi Marinello, Melissa Mullard, Rebecca Mitchell, Karla Pinckes, Monique Rodriguez, Camille Saltman

-more-

Tickets for the event start at \$275 (with premier tickets at \$500) <http://www.thinkplaycreate.org/night-in-california-benefit>

The event is being underwritten in part by Bank of America, Cox Communications, Dawson & Ozanne, ESET, LP3- SecurIT, Professional Maintenance Systems, Rady Children's Hospital, The San Diego Foundation, SDGE, Sharp Business Systems, US Bank, Wawanesa and Westcore Properties. Partners include The Wild Thyme Catering Company, Raphael's Party Rentals, Media Arts, Neyenesch Printers, Southwest Airlines and Staglin Family Vineyard. Media sponsors include *Giving Back Magazine*, *KPBS* and *San Diego Magazine*.

Photos Credits:

Celeste and Ted Hilling, event chairs

*Committee members and Museum leadership: **Back row:** Kerri Fox, Natasha Montazeri, Rich Horner, Celeste Hilling, Ted Hilling, Karla Davidson, Kelly Afsahi, Judy Forrester, **Front row:** Tiffany Archer, Dara Green, Georgia Woodard*

Not pictured: Michelle Alexander, Anna Diaz, Annemarie DiGiacomo, Jen Harvey, Ilene Lamb, Molly Lutowski, Cathi Marinello, Melissa Mullard, Rebecca Mitchell, Karla Pinckes, Monique Rodriguez, Camille Saltman

Exterior, The New Children's 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.