



the new children's museum

news release

For immediate release

media contacts

Toni Robin
858 483 3918
tr@trprsandiego.com

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

Photos available upon request

EXECUTIVE DIRECTOR COMMITS TO THE NEW CHILDREN'S MUSEUM THROUGH 2016 *Leadership Stability Accelerates Museum's Growth and Expansion*

SAN DIEGO – September 10, 2014 – The New Children's Museum announced that its Executive Director, Julianne Markow, will continue her leadership through 2016, following a contract renewal by the Museum's Board of Directors. Markow has led the Museum since becoming Executive Director and CEO in December 2011.

"Julianne has played an instrumental role in propelling this engaging and community-minded organization forward," explained Board Chair Celeste Hilling. "We look forward to benefiting from her continued leadership, spirit and expertise."

Markow's impact was apparent with the October 2013 opening of *Feast: The Art of Playing With Your Food*, the first exhibition developed under her leadership. The Museum-wide exhibition uses art installations to engage children and families around timely food-related topics including health, agriculture, family heritage, community and the environment. The contemporary art in *Feast* provides an opportunity for self-expression, creativity and learning, and was skillfully woven into the Museum's workshops, camps, school visits and studio projects.

Under Markow's leadership, the Museum has also been able to:

- *Vigorously grow attendance.* The New Children's Museum has experienced an increase in overall attendance of more than 30% from 2013, far outpacing the national average increase in museum attendance of 4.3% (American Alliance of Museums 2013 ACME Survey). The Museum is also experiencing a boost in member visits of close to 40% from prior year.
- *Engage the community through partnership in the arts.* For the past two years, the Museum's *Mass Creativity* program has allowed the organization to partner with eight community groups for art-making workshops. The workshop series culminated in a free day at the Museum, which brought in over 2,500 people from throughout San Diego this year.
- *Expand community access programs to meet growing community needs.* Over 33% of the Museum's visitors attend for free, as part of a growing suite of access programs which will include close to 6,000 military personnel and over 5,000 Title 1 school children this year.

Markow has over twenty years of experience working in the non-profit sector, entrepreneurial environments and at Fortune 500 companies. Formerly the Chief Operating Officer at The Fine Arts Museums of San Francisco and previously the Deputy Director, Operations and Finance at

The San Diego Museum of Art, Markow has led The New Children's Museum on a path of sustainable growth. Markow holds an MBA from the University of Chicago, an MA in International and Public Affairs from Columbia University and a BA from Harvard University.

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.

###