



the new children's museum

news release

For immediate release

media contacts

Toni Robin (TR/PR)
858.483.3918
619.997.3918 (cell)
tr@trprsandiego.com

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

Additional photos/video available

THE NEW CHILDREN'S MUSEUM CELEBRATES 1,000,000TH VISITOR

Museum welcomes Marco Shao, age 2 as "One in a Million"

San Diego, California – November 13, 2015 – The New Children's Museum announced today that their 1,000,000th visitor walked through their doors. Yan Shao and her 2 year-old-son Marco, of North Park, were the lucky visitors that arrived Friday November 13th at 9:45 a.m. to find themselves becoming part of the Museum's history. The Museum staff was on hand in gold Eureka! t-shirts to welcome the family with streamers and noisemakers. The Shaos were presented with a giant gold key to the Museum, along with a gift bag including a membership to the Museum. Adorned with buttons and hats, the family joined friends and enjoyed a day at the Museum.

"This is really so exciting. Marco and I just love this place. We come here a lot," said Yan. "We almost didn't come this morning – but decided we couldn't miss Toddler Time!" When presented with the gift bag that included a free membership, she added happily, "We would have kept coming anyway, even without the free membership!"

Yan, her husband Miguel and Marco live in North Park and are frequent visitors to the Museum. "It's not surprising that they were the ones that helped us hit our million visitor mark," said Tomoko Kuta, director of education and exhibitions. "I can't tell you how exciting it is for us to reach this milestone – and to know that we have touched so many children and families throughout San Diego and beyond."

In May of 2016, the Museum will celebrate its 8th year downtown and is on pace to have well over 150,000 visitors for the year.

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 New Children's 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.

###