



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 BOARD CONFIRMS JUDY FORRESTER AS CEO AND EXECUTIVE DIRECTOR

Experienced San Diego Senior Executive Signed to Three Year Contract

June 16, 2016 — San Diego — After serving six months in an interim capacity, business and civic leader Judy Forrester has been appointed CEO and Executive Director of The New Children's Museum. Forrester becomes the third leader since the Museum's reopening downtown in 2008.

A thoughtful, team-oriented and proven strategic leader, Forrester has more than 15 years of experience as a senior executive in nonprofit, healthcare, financial and civic leadership organizations. She is known for her entrepreneurial, goals-oriented approach grounded in strong business and fundraising skills. In addition, her ties and commitment to the community are strong.

"When we hired Judy Forrester as our interim CEO and Executive Director, we knew she'd be a good fit for our short-term needs. She has set a positive tone and started steering the ship so the senior staff could focus on what they do best – providing opportunities for children to engage with and experience art," said Board Chair Kris Dickinson. "The Museum is hitting and exceeding goals across all departments and things are headed in the right direction. We are fulfilling the mission of the Museum in both expected and new ways," Dickinson added.

"Since re-opening in 2008, The New Children's Museum has touched over 1,000,000 lives and plays a unique and important role in San Diego as a special place where creativity flourishes, imagination expands and families connect," said Forrester. "I'm proud to join an organization of this caliber that truly helps develop key skills children need," she added. "I look forward to continuing my work with our outstanding Board, staff, artists and volunteers to ignite imagination in San Diego's future leaders."

Forrester has held leadership roles in a number of San Diego institutions. Most recently, she served as USO San Diego President and CEO. Prior to that role she was Senior Vice President for Bank of America where she was responsible for managing the bank's local community strategy and charitable/marketing resources. Forrester served as President and CEO of LEAD San Diego, the region's civic and community leadership development organization. Forrester has also held leadership roles with the San Diego County Medical Society Foundation, the American Red Cross San Diego/Imperial Counties Chapter, American Specialty Health, San Diego Regional Continuum of Care and the San Diego Regional Chamber of Commerce.

Forrester continues to be active in the San Diego community and serves on the board of LEAD San Diego. She is also involved with the San Diego Regional EDC Foundation, the San Diego Regional Chamber of Commerce and the San Diego Downtown Rotary Club #33.

Forrester lives Downtown with her husband Bryce.

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.