



***For immediate release***

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*Photos available upon request*

**THE NEW CHILDREN'S MUSEUM RECEIVES IRVINE FOUNDATION GRANT TO EXPLORE NEW ENGAGEMENT OPPORTUNITIES**

*Project to Culminate in Free Mass Creativity Day, June 22*

Tuesday, February 5, 2013 - San Diego - The Board of Directors of The James Irvine Foundation has approved a \$175,000 grant to The New Children's Museum for a newly created Mass Creativity Event series. This project includes art-making workshops in low-income, ethnically diverse San Diego communities culminating in a large annual celebration at the Museum. NCM will partner with eight community-based organizations for its outreach workshops. The first annual Mass Creativity Day, a free daylong outdoor celebration, will be held June 22 at the Museum.

"The New Children's Museum is dedicated to providing inventive and engaging art experiences that are meaningful to children and families," explained Tomoko Kuta, Director of Education and Exhibitions. "This grant enables us to go beyond the walls of the Museum and make these experiences available to a wider audience."

Overall, The James Irvine Foundation has approved 53 grants totaling just over \$14.5 million in support of the Foundation's mission of expanding opportunity for the people of California to participate in a vibrant, successful and inclusive society.

**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. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums.

A non-profit institution funded by admissions, memberships, and community support, the Museum stimulates imagination, inquisitiveness and innovative thinking by exhibiting

participatory works of art by contemporary artists and providing a venue for art making and play. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. Learn more at [thinkplaycreate.org](http://thinkplaycreate.org).

### **About The James Irvine Foundation**

The James Irvine Foundation is a private, nonprofit grantmaking foundation dedicated to expanding opportunity for the people of California to participate in a vibrant, successful and inclusive society. The Foundation's grantmaking focuses on three program areas: Arts, California Democracy and Youth. Since 1937 the Foundation has provided over \$1.3 billion in grants to more than 3,500 nonprofit organizations throughout California. With about \$1.6 billion in assets, the Foundation made grants of \$68 million in 2012 for the people of California.

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