



## news release

***For immediate release***

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*Photos available upon request*

**THE NEW CHILDREN'S MUSEUM AND SCHOLARSHARE COLLEGE SAVINGS PLAN JOINTLY SPONSOR WESTFIELD UTC FAMILY AMENITIES PROGRAM**

*First joint event takes place at Westfield University Town Center, February 23, 2013*

Tuesday, February 19, 2013 - San Diego – The New Children's Museum and ScholarShare, California's 529 College Savings Plan, have announced a year-long partnership that includes jointly sponsoring the Family Amenities program at Westfield UTC in La Jolla. The two organizations will sponsor the Family Lounge and Play Space, a new section built as part of Westfield's multi-billion dollar renovation at the La Jolla mall. ScholarShare is also sponsoring two popular toddler-oriented programs at the Museum, newly titled, "ScholarShare's Toddler Time and Finger Painting Fridays," which are held at the Museum every other week throughout the year.

"The New Children's Museum is thrilled to partner with ScholarShare on these exciting programs. The Family Amenities sponsorship at Westfield would not have been possible for us without the generous support of ScholarShare," explained Julianne Markow, NCM Executive Director. "We are excited to broaden our reach to the millions of visitors the mall receives in a year."

The sponsorship includes on-site marketing and advertising exposure for both organizations, as well as quarterly events at the mall. The first joint museum and ScholarShare event will be held on Saturday, February 23<sup>rd</sup>, in the Palm Plaza, and will include live music, storytime, and art-making activities. ScholarShare will be on hand with information about their college savings program, as well as "Diploma Dog" to entertain the children and hand out college savings material.

Photos and more available at [thinkplaycreate.org/pressroom](http://thinkplaycreate.org/pressroom)

### **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 SCHOLARSHARE 529 COLLEGE SAVINGS PLAN**

ScholarShare accounts may be opened with as little as \$25 per investment portfolio. ScholarShare has no annual account maintenance fee, no income limit and offers a high maximum contribution limit of \$350,000. Established in 1999, ScholarShare currently holds more than \$4.7 billion in assets in more than 242,000 accounts as of 12/31/12. To sign up for an account or for more information about the plan, visit <http://www.scholarshare.com/>. For information about the SIB, visit [www.treasurer.ca.gov/scholarshare](http://www.treasurer.ca.gov/scholarshare). Like ScholarShare on Facebook at [www.facebook.com/scholarshare529](http://www.facebook.com/scholarshare529) and follow us on Twitter at [@ScholarShare529](https://twitter.com/ScholarShare529).

Named for the section of IRS code under which they were created, 529 plans are highly regarded for their tax-advantaged status. Any earnings on investments can grow tax-deferred. Withdrawals, when used for tuition and other qualified higher education expenses, are federal and state income tax-free.

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