



the new children's museum

news release

media contact

Toni Robin
The New Children's Museum
858 483 3918
tr@trprsandiego.com

FREE GRAND OPENING BLOCK PARTY TO CELEBRATE THE NEW CHILDREN'S MUSEUM DOWNTOWN

Public Invited to Think Play Create on Sunday, May 4, 12-4pm

March 7, 2008—San Diego, California—The New Children's Museum celebrates the opening of its new home in downtown San Diego's Marina District with a free, community block party on May 4th 2008. "We're so excited to open our doors to San Diego's families," stated Rachel Teagle, Executive Director of the Museum. "This Museum is a place that will inspire children to think, play and create every time they visit."

The Museum, designed by local architect Rob Wellington Quigley, provides a dramatic and playful public space and community center for children and families. Across the street from the new "green" building is a new park, extending the museum visit outdoors with space for running, climbing, family picnics and a view of the trains and trolley going by.

Visitors will be among the first to tour the innovative and dynamic building and opening exhibition, *childsplay*, while enjoying fun and festivities as The New Children's Museum comes to life. Plans for the Block Party include entertainment by the San Diego Youth Symphony, Jean Isaacs San Diego Dance Theater and Eveoke Dance Theatre; displays and sales at the Museum's gift shop—Gizmo Garage, hands-on activities, giveaways, tours, and tons of engaging family fun at the Museum and across the street at the park. A complete schedule of activities will be available at www.thinkplaycreate.org.

Following opening remarks by Mayor Jerry Sanders and others, the highlight of the day will be the Grand Opening Kids Parade. Select area students will be the first to travel across the Museum's soon-to-be iconic floating bridge as they enter a new playground of imagination and creativity.

Located at 200 West Island Avenue, the Museum faces Harbor Drive and is within walking distance of the Convention Center Trolley Station on the Orange Line. Two children (12 and under) ride for free on weekends with each fare paying adult! Also, kids ride free on Amtrak between LA and San Diego during the month of May. And, kids can present their free Amtrak ticket stub for free admission to the Museum, as well!

The New Children's Museum thanks lead corporate sponsors Cricket and Qualcomm and founding corporate sponsors Irving Hughes, Cooley Godward Kronish LLP, Torrey Pines Bank, Erickson-Hall Construction, and Hint Beverage Inc., as well as MTS, Caltrans and Amtrak®, the official transportation partners of The New Children's Museum. Additional support is provided by media partners KPBS, Clear Channel and San Diego Family Magazine. The Museum is grateful to San Diego City Council, the City of San Diego Commission for Arts and Culture, San Diego County Supervisors, and the San Diego County Community Enhancement Program for their support.