



the new children's museum

## news release

**For immediate release**

**media contact**

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**THE NEW CHILDREN'S MUSEUM EXTENDS FREE ADMISSION TO THE ENTIRE SAN DIEGO REGION**  
*'Check Out The New Children's Museum' Program now includes every library in the County of San Diego*

March 10, 2011 — San Diego — [The New Children's Museum](http://www.thinkplaycreate.org) announces the expansion of their popular "Check Out The New Children's Museum" program. This innovative partnership with [San Diego County Library](http://www.sdcl.org) and San Diego Public Library allows families to check out a circulating membership card for the museum just as they would a book. For the 10-day period in which the family holds the card, they receive all the benefits of membership including free admission to the museum, discounts at the cafe, on classes, camps, and parking. A regular family membership begins at \$85.

Originally launched with 36 city branch libraries and 72 cards in 2009, "Check Out The New Children's Museum" has been extremely successful. The program has become so popular that there is a waiting list of more than 400 families. The Museum took this demand to heart and has worked with the county branch libraries to bring another 70 membership cards into circulation, including 33 branch libraries and 2 bookmobiles. Cards will be available for check out at San Diego County Library beginning March 17. To reserve a card, visit [sdcl.org](http://sdcl.org).

"When we saw the consistent demand for these cards, we knew it was time to place cards in more libraries," states museum executive director Rachel Teagle. "We are so grateful to the funders who stepped up and allowed us to expand this unique program." "Check Out The New Children's Museum" is supported in large part by grants from The Rancho Santa Fe Women's Fund and Qualcomm, as well as several other local foundations and government sources.

The "Check Out The New Children's Museum" initiative is part of the museum's Community Access Program that allows 1 in 5 visitors to explore the museum free of charge. "We're committed to removing the barriers that keep families from experiencing the arts," explains Mitch Mitchell, president of the museum's board of directors and vice president of state government affairs for San Diego Gas & Electric. "I want every child in San Diego to have an opportunity to participate in the creativity and innovation programming we offer at NCM. The expansion of 'Check Out NCM' will help us achieve this audacious goal."

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### **ABOUT THE NEW CHILDREN'S MUSEUM**

The New Children's Museum is a dynamic new model of a museum that celebrates children and the arts. A non-profit institution funded by admissions, memberships, and community support, the Museum empowers children to think, play and create through participatory exhibitions, engaging art-making activities, captivating artistic performances, and in-depth educational opportunities. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org).

#### **Hours**

Monday, 10am–4pm  
Tuesday, 10am–4pm  
Wednesday, CLOSED  
Thursday, 10am–6pm  
Friday, 10am–4pm  
Saturday, 10am–4pm  
Sunday, 12pm–4pm

#### **Admission**

Adults and Children: \$10  
[NCM Member](#): FREE  
Children under one year: FREE  
Seniors (65+): \$5  
Military (w/ ID): \$5