



the new children's museum

## news release

**media contact**

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### **ANNIVERSARY CELEBRATIONS PLANNED TO COMMEMORATE FIRST SUCCESSFUL YEAR OF THE NEW CHILDREN'S MUSEUM**

*Free Community Open House, Sunday May 10, 10–4*

*Anniversary Family Fundraiser to Help Provide Free Studio Supplies, Sunday, May 3, 4:30–7:30*

March 30, 2009—San Diego, California—**The New Children's Museum** celebrates the 1st Anniversary of the opening of its new home in downtown San Diego's Marina District with a community celebration and a fundraiser designed to raise money to keep the Museum arts studios stocked with free paint, clay and design materials. As with all elements of The New Children's Museum, the events are designed with kids in mind.

#### **I ♥ NCM: 1ST ANNIVERSARY FAMILY FUNDRAISER SUNDAY, MAY 3, 4:30-7:30**

The goal of the Family Fundraiser is to support the studio spaces, the heart of the Museum. Visitors are always invited to create hands-on art projects as part of their experience and funds from this event will assure there are always supplies on hand. "Since we opened our doors last May, over 170,000 kids and families have had an opportunity to think, play and create in our extraordinary new space," stated Rachel Teagle, Executive Director of the Museum. "The community has truly embraced us and we need their continued support in order to maintain our standard of providing a dynamic, playful space to experience art."

A fun-filled Anniversary Party for the whole family will provide guests with a one-of-a-kind experience featuring specially designed performances, customized studio activities and unique menu items that appeal to the kid in everyone. Guests will enjoy Legway Races, an art filled obstacle course and kid (and adult!) friendly food sponsored by Wild Thyme Company including a Kids Buffet and a Cupcake Decorating Station. Special performances will feature the San Diego School of Creative and Performing Arts Musical Theater Department. Where else can guests groove to a live DJ while munching on mini-donut treats? Or, they can take a chance to win amazing silent auction packages featuring free theater tickets, and specially designed NCM Gift Packages including personalized memberships, customized Birthday Party packages, exclusive events, Museums discounts and other creative surprises.

Proceeds will be used to fund the free arts supplies given away every day in the Paint and Clay Studio, a NCM family favorite and home to the Painted Bug, a 1973 VW, which serves as a makeshift canvas that kids can paint. A donation of just \$50 can provide clay for nearly 1000 kids to create their own work of art. A donation of \$90 pays for 3 days of paint—and NCM goes through gallons and gallons every day. "The hands-on studios are one of the components that make NCM truly one-of-a-kind," explained Teagle. "This fundraiser will help assure the Museum will continue to provide free art materials each and every day in our studios—allowing all kids an opportunity to explore their creativity through art and design."

Minimum donations: \$50 adults/\$25 per child. A complete schedule of activities will be available at [www.thinkplaycreate.org](http://www.thinkplaycreate.org). This event is made possible by the sponsorship of Bank of America.

**I ♥ NCM: 1ST ANNIVERSARY COMMUNITY CELEBRATION  
SUNDAY, MAY 10, 10AM-4PM**

**Free to the public**

*Long lines are expected and admission can only be guaranteed for visitors in line by 3pm.*

The anniversary celebrations will continue through May with a Free Community Celebration planned for NCM's monthly **Target Free Second Sunday**. In June of last year, The New Children's Museum announced free admission on the second Sunday of each month and since then, attendance on those days has more than doubled. Sponsored by **Target**, the free day allows all children and families in the community to enjoy the Museum, and ensure that cost is not a barrier. Visitors can tour the innovative and dynamic building and opening exhibition, *childsplay*, while enjoying fun and festivities planned to for Museum and the park across the street.

Festive anniversary activities include an Xtreme Fun Dance Party and performances by the Monarch School Steel Drum Band, San Diego Youth Symphony, Oak Park Percussion Group and The Paul Green School of Rock Music Band. The day will be filled with hands-on art projects, giveaways, tours, and tons of engaging family fun at the Museum.

A complete schedule of activities will be available at [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

I ♥ NCM Community Celebration is sponsored in part by Target.

The New Children's Museum is 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.

The New Children's Museum  
200 West Island Avenue  
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[www.thinkplaycreate.org](http://www.thinkplaycreate.org)