



news release

For immediate release

media contacts

Toni Robin
858 483 3918
pr@thinkplaycreate.org

Gavon Morris
619 795 1766
gmorris@thinkplaycreate.org

Photos available upon request

NCM TEAMS UP WITH *CIRQUE DU SOLEIL* TO PRESENT “*TOTEM BY CIRQUE DU SOLEIL* FREE DAY”

April 23, 2012 — San Diego — **The New Children’s Museum** is teaming up with ***Cirque du Soleil*** to provide free admission and special activities related to the current exhibition, ***TRASH***, on Saturday, April 28 from 10am – 4pm. This is also in promotion with ***TOTEM***, a Big Top touring production from ***Cirque du Soleil*** opening April 25 at the Del Mar Fairgrounds. To enhance the free day experience, NCM will present creative hands-on art making activities including Fabric Labyrinth, Midden Monsters, Drawing Dunes, and more — free of charge! Plus, the first 100 children will get a **reusable *Cirque du Soleil* water bottle!**

“*Cirque du Soleil’s* mission to ‘evoke the imagination, invoke the senses and provoke emotions’ makes them a great partner and collaborator for our Museum,” said Julianne Markow, Executive Director and CEO of The New Children’s Museum. “With their generous support, we are increasing community access to the arts.”

Both organizations have teamed up to provide bonus opportunities for ***TOTEM*** tickets.

Win a family 4-pack of tickets to see *TOTEM* from *Cirque du Soleil* at the Del Mar Fairgrounds! Enter to win at NCM on Sunday, April 22 or Saturday, April 28. Available for the 8:00 pm show on May 16.

Like The New Children’s Museum on Facebook and get another chance to win *TOTEM* tickets! Enter NCM’s [Family Sweepstakes](#) to win a family 4-pack of tickets to see *TOTEM* on Saturday, May 12. Promotion runs Friday, April 20 – Friday, April 27.

Cirque du Soleil returns to San Diego with ***TOTEM***, starting Wednesday, April 25 for a limited engagement under the trademark blue and yellow Big Top at the Del Mar Fairgrounds.

TOTEM traces the fascinating journey of the human species from its original amphibian state to its ultimate desire to fly. Through a visual and acrobatic language, ***TOTEM*** explores the ties that bind Man to other species, his dreams and his infinite potential. For more information, go to cirquedusoleil.com/totem.

ABOUT THE EXHIBITION

TRASH features the work of 12 artists from around the globe focused on the kid-friendly and timely topic of trash. Through inventive, participatory artworks, the exhibition invites families to explore new perspectives and help shape the future. ***TRASH*** empowers kids to take the lead in their families on talking about environmental and social issues, such as landfills, waste disposal and The Great Pacific Garbage Patch.

TRASH is organized by The New Children's Museum and is made possible by the generosity of Laurie and Brent Woods, Lynne and Glenn Carlson, and Fernanda and Ralph Whitworth. Support is also provided by The James Irvine Foundation, Nordstrom, the City of San Diego Commission for Arts and Culture, the County of San Diego's Community Enhancement Program, Museum members and donors to NCM's annual fund.

ABOUT CIRQUE DU SOLEIL

From a group of 20 street performers at its beginnings in 1984, *Cirque du Soleil* is a major Québec-based organization providing high-quality artistic entertainment. The company has 5,000 employees, including more than 1,300 artists from more than 50 different countries.

Cirque du Soleil has brought wonder and delight to more than 100 million spectators in more than 300 cities in over forty countries on six continents. *Cirque du Soleil* International Headquarters are in Montreal, Canada.

For more information about *Cirque du Soleil*, visit cirquedusoleil.com.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that provides inventive and engaging art experiences that are meaningful to children and families. NCM brings families together in a rich educational environment that fosters creativity — blending elements of art museum, children's museum, and community center.

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. To learn more, visit thinkplaycreate.org/pressroom.

###