



## news release

***For immediate release***

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*Photos available upon request*

### **THE NEW CHILDREN'S MUSEUM RECEIVES \$50,000 GRANT FROM TARGET**

*Funding will sponsor the Museum's popular Target Free Second Sunday program*

May 1, 2013 – San Diego, CA – The New Children's Museum has been awarded a \$50,000 grant from Target Corporation to fund Target Free Second Sundays at the Museum. The program – now in its fifth consecutive year at NCM – provides free admission to visitors on the second Sunday of each month and allows families to enjoy the Museum while ensuring that cost is not a barrier.

"Thanks to the continued generosity of Target, The New Children's Museum is able to provide children and families with the opportunity to explore creativity at no cost to them," said Julianne Markow, Executive Director of The New Children's Museum. "This grant provides us with a fantastic opportunity to open the Museum up to those who might not otherwise be able to experience it."

The grant is part of Target's ongoing efforts to build strong, safe and healthy communities across the country. These efforts include Target's long history of giving five percent of its profit to communities, which today equals more than \$4 million every week. As part of this commitment, Target is on track to give \$1 billion for education by the end of 2015.

Target Free Second Sundays are just one component of the Museum's expansive Community Access Program. Additional programs include the Check Out NCM library program, which offers unlimited Museum access through circulating membership cards that are available at each county and city library branch, Title 1 school visits for schools in economically-underserved areas of the region as well as a variety of community partnerships offering free or discounted admission.

### **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. Serving San Diego for 30 years, the Museum began in 1983 as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships and community support. Learn more at [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

### **ABOUT TARGET**

Minneapolis-based Target Corporation (NYSE:TGT) serves guests at 1,778 stores across the United States and at Target.com. The company plans to open its first stores in Canada in 2013. In addition, the company operates a credit card segment that offers branded proprietary credit card products. Since 1946, Target has given 5 percent of its profit through community grants and programs; today, that giving equals more than \$4 million a week. For more information about Target's commitment to corporate responsibility, visit [Target.com/hereforgood](http://Target.com/hereforgood).

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