



the new children's museum

## news release

*For immediate release*

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*Photos available upon request*

### **THE NEW CHILDREN'S MUSEUM CELEBRATES MILESTONES WITH ACTION-PACKED BIRTHDAY BASH**

*Festivities Honor the Museum's 5th Year in Downtown and 30<sup>th</sup> Anniversary*

May 2, 2013- San Diego, CA – The New Children's Museum will commemorate two significant milestones on **May 18** with a birthday-themed extravaganza. The celebration will mark the Museum's 5th year in downtown and also honor its rich 30-year history in San Diego.

The festivities will kick off at 10am and feature a prize-filled scavenger hunt, dancing, live musical performances and art-making parties that all draw inspiration from the Museum's current *TRASH* exhibition. NCM members will be able to attend an exclusive soiree on the Museum's lower level during Members Only Time from 10am to 12pm. Margaret Wertheim, one of the artists behind the *TRASH* exhibition's *Midden Project*, will be on hand as a guest speaker during the full day of activities.

"We're delighted to be celebrating what the Museum has meant to the community over the years," said Executive Director Julianne Markow. "This is about more than our five years in this downtown building – it's about celebrating each art-making activity that sparked a child's imagination, each camp that captivated a classroom of children, and each Title 1 school visit that gave children an opportunity to experience the Museum, explore their creativity and engage in self-expression through art."

The New Children's Museum will recognize longtime supporters and donors during a private reception at the Museum on May 16. San Diego **Mayor Bob Filner**, **City Councilmember Todd Gloria** and other elected officials will be in attendance for the evening celebration.

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The Museum first opened its doors in La Jolla in 1983 and relocated to its current location at 200 West Island Avenue in 1993. After nearly 10 years in the space, the doors were closed in 2002 to break ground for a new building at the same site. The new state-of-the-art, sustainable facility opened to the public in May of 2008 and includes 50,000 square feet of art galleries, studios and classrooms. Since its reopening five years ago, the Museum has welcomed more than 646,000 visitors and has become a popular downtown destination for both tourists and local San Diego families.

### **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 opened in 1983 in La Jolla 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 elemen

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