



news release

For immediate release

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THE NEW CHILDREN'S MUSEUM AND THE ANTI-DEFAMATION LEAGUE PRESENT DIVERSITY DAY, FREE TO THE PUBLIC ON SUNDAY, JUNE 10

May 11, 2012 — San Diego — [The New Children's Museum](#) and the [Anti-Defamation League](#) invite children and families to celebrate our differences at [Diversity Day](#) on Sunday June 10, from 10AM–4PM. Offering free admission, the community is encouraged to celebrate the region's diversity, including the many races, religions, national origins, genders, and sexual orientations that thrive and contribute to San Diego. NCM Executive Director Julianne Markow and ADL Board Chairman will give kickoff remarks at 10AM.

Last year's inaugural Diversity Day drew over 1,260 visitors. This year, guests will be encouraged to "Look Again" at the current exhibition, *TRASH*. Special hands-on art making activities and festive cultural entertainment will be featured throughout the day. Visitors will be able to share their creative talent in a collaborative art project that will be exhibited at the San Diego International Airport.

The performance-packed day will feature entertainment by a steel drum band; Native American, Philippine, Hawaiian, Brazilian dance troupes and much more. A complete schedule of performances and hands-on activities can be found at thinkplaycreate.org/calendar.

TRASH features the work of 12 artists from around the globe focused on the kid-friendly and timely topic of waste and environmental conservation. Through inventive artworks, the exhibition invites families to explore new perspectives and help shape the future.

"We are thrilled to build on the success of last year's event by continuing to partner with The New Children's Museum," states Anti-Defamation League San Diego regional director Tammy Gillies. "The event truly supports our mission to build bridges across diverse cultures and combating all forms of prejudice and bigotry."

"The San Diego region is a tapestry of rich racial and ethnic diversity and Diversity Day is a wonderful way for families to learn about their neighbors. The arts, including dance, music, storytelling and of course, the visual arts, provide an opportunity to open doors to expression and understanding between cultures. We are thrilled to help spotlight and celebrate all that makes San Diego unique," explains NCM executive director Julianne Markow.

Diversity Day is made possible by the support of Target and the City of San Diego Human Relations Commission. Media sponsors include KPBS, KyXy 96.5, Univision San Diego, T33 Telemundo, Telefutera, Recuerdo 102.9 FM and La Nueva 106.5.

ABOUT THE ANTI-DEFAMATION LEAGUE

The Anti-Defamation League, founded in 1913, is the world's leading organization fighting anti-Semitism through programs and services that counteract hatred, prejudice and bigotry. ADL has built a national and international reputation for its anti-bias education, materials and services, which build bridges of communication, understanding and respect among diverse groups and faiths. To learn more, visit regions.adl.org/san-diego.

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.

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