



the new children's museum

## news release

**For immediate release**

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### **LEADERSHIP TEAM AT THE NEW CHILDREN'S MUSEUM LOOKS TO THE FUTURE**

*Five Year Anniversary Planning Beginning Now*

May 21, 2012 — San Diego — Even on the cusp of celebrating its four year anniversary with a music-filled Birthday Bash on May 20th, the new management team of The New Children's Museum is already hard at work setting milestones and goals for next year's celebration.

"Five years is a major milestone and we now have the team in place that will take us into the future," said Board Chairman Mitch Mitchell.

Following the appointments of Julianne Markow as Executive Director and Chief Executive Officer and Tomoko Kuta as Director, Education and Exhibitions last November, three new senior staff members have been added to the management team to help solidify the organization and spearhead efforts going forward.

"I'm proud of and excited about the strength of our team and I'm looking forward to working with them and our board to continue to provide innovative and creative art experiences for kids and families," said Markow. "Since we reopened in 2008, more than 600,000 visitors and 69,000 school children have enjoyed our unique museum. Additionally, 1 in 5 visitors experience the museum free of charge through an unparalleled community access program. In four short years, we have reestablished ourselves as a premier cultural destination in San Diego and we look forward to continued excellence, community involvement and growth."

Complementing the skills and experience of Markow and Kuta are:

#### **Hannah Berger, Director of Development**

Berger will be responsible for the growth of NCM's membership base and will direct all fundraising initiatives including special events, corporate sponsorships, foundation grants and individual donor programs. With over 10 years experience in the charitable sector, she has worked with such prestigious organizations as American Association of University Women in Washington, DC, ACLU, and the California State University. Berger recently managed all international fundraising and grantmaking programs for the Herbalife Family Foundation in Los Angeles. She holds a BA from University of CA, Irvine and an MA in Public Administration, with an emphasis in non-profit management, Cal State Northridge. Berger lives in East Village.

#### **Kerri Fox, Director, Marketing & Communications**

Fox will lead the marketing department and oversee all activities related to marketing, public relations, event services, and advertising. She has over 10 years of experience in account management at agencies in Los Angeles and Chicago handling major national brands including Westin Hotels, Lucky Supermarkets, and Baskin-Robbins. In addition, she served as marketing director for IHOP for four years. Fox holds a BA from UCLA and an MBA from the Anderson School at UCLA. Fox, her husband and three children live in Carlsbad.

### **Wade Lindenberger, Director, Finance & Administration**

Lindenberger will oversee the finance, human resources, information technology and facilities functions of the Museum. He has over 20 years of experience in finance, administration and senior management and was a CPA at a Big Four Accounting Firm (PricewaterhouseCoopers(PwC)). Lindenberger's past positions include National Service Line Leader for Premier Alliance, Director of Finance and Accounting for Resources Global, and Controller, 24 Hour Fitness. He is an adjunct Professor at University of San Diego Business School and received a BBA in Accounting, University of San Diego, graduating Summa Cum Laude. Lindenberger and his wife currently live in Carmel Valley.

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### **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.

The New Children's Museum is one of the only children's museums in the United States with a mission dedicated to commissioning artists to create site-specific installations for an audience of children and families. A focus on community participation in the arts has been a part of the museum's pioneering legacy since the organization's founding in 1981. In May of 2008, NCM opened a new environmentally friendly 50,000-square-foot facility in downtown San Diego. Its third biennial exhibition, [TRASH](#), opened in October of this year and encourages children to think about trash in new ways through play, inquiry and art making.

To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org).

**PHOTO CAPTION: *NCM Management Team - Tomoko Kuta, Wade Lindenberger, Kerri Fox, Wade Lindenberger, Julianne Markow and Hannah Berger. Photo by Paul Nestor.***