



the new children's museum

## news release

***For immediate release***

**media contacts**

Toni Robin  
858 483 3918  
[pr@thinkplaycreate.org](mailto:pr@thinkplaycreate.org)

Gavon Morris  
619 795 1766  
[gmorris@thinkplaycreate.org](mailto:gmorris@thinkplaycreate.org)

*Photos available upon request*

### **THE NEW CHILDREN'S MUSEUM TO PARTICIPATE IN BLUE STAR MUSEUMS**

*NCM one of more than 1,500 museums across America to offer free admission to military personnel and their families this summer*

May 24, 2012 — San Diego — The New Children's Museum is one of 70 children's museums participating the national Blue Star Museums program, a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and more than 1,500 museums across America to offer free admission to all active duty military personnel and their families from Memorial Day through Labor Day 2012.

"San Diego and NCM have a strong history of support of the military and we are honored to provide this opportunity to local families serving our country," said NCM Executive Director Julianne Markow. "With over 100,000 active military personnel here in the county, we hope to enrich this summer with wonderful fun activities for our military families and their children."

"This is both an opportunity to thank military families for their service and sacrifice, as well as a chance to create connections between museums and these families that will continue throughout the year," said NEA Chairman Rocco Landesman. "Especially for families with limited time together, those on a limited budget, and ones that have to relocate frequently, Blue Star Museums offers an opportunity to enjoy one another and become more fully integrated into a community."

This is the third consecutive year that the Blue Star Museums program has provided an opportunity for our nation's service members and their families to connect with our national treasures. Thirteen other local museums join The New Children's Museum in this program. They include:

- Flying Leatherneck Aviation Museum
- Gaslamp Quarter Historical Foundation
- Japanese Friendship Garden
- Mingei International Museum
- Museum of Contemporary Art San Diego, Downtown
- Museum of Photographic Arts
- San Diego Chinese Historical Museum
- San Diego History Center
- The San Diego Museum of Art
- San Diego Museum of Man
- Timken Museum of Art
- Veterans Museum and Memorial Center
- Visions Art Museum: Contemporary Quilts + Textiles

This year, more than 1,500 (and counting) museums in all 50 states, the District of Columbia, Puerto Rico, and American Samoa are taking part in the initiative, including more than 300 new museums this year. This year's Blue Star Museums represent not just fine arts museums, but also science museums, history museums, nature centers, and 70 children's museums.

Leadership support has been provided by MetLife Foundation through Blue Star Families. The complete list of participating museums is available at [arts.gov/bluestarmuseums](http://arts.gov/bluestarmuseums).

### **ABOUT BLUE STAR MUSEUMS**

Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and more than 1,500 museums across America. The program runs from Memorial Day, May 28, 2012 through Labor Day, September 3, 2012. The free admission program is available to active-duty military and their family members (military ID holder and up to five family members). Active duty military include Army, Navy, Air Force, Marines, Coast Guard, and active duty National Guard and active duty Reserve members. Some special or limited-time museum exhibits may not be included in this free admission program. For questions on particular exhibits or museums, please contact the museum directly. To find out which museums are participating, visit [arts.gov/bluestarmuseums](http://arts.gov/bluestarmuseums). The site includes a list of participating museums and a map to help with visit planning.

### **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 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](http://thinkplaycreate.org/pressroom).