



the new children's museum

news release

media contact

Jessica Hanson York
The New Children's Museum
619 233 8792 x104
jyork@thinkplaycreate.org

THE NEW CHILDREN'S MUSEUM LAUNCHES 'FREE SECOND SUNDAY' SPONSORED BY TARGET

June 3, 2008—San Diego, California—The New Children's Museum announces free admission on the second Sunday of each month, beginning June 8th. Sponsored by Target, the free day will allow all children and families in the community to enjoy the Museum, and ensure that cost is not a barrier.

"As the Museum wraps up an extremely successful opening month, we're excited to roll out a new program that will allow even more of the community to experience our opening exhibition and hands-on studios," said Rachel Teagle, Executive Director of The New Children's Museum. "Target Free Second Sundays provide us with a fantastic opportunity to serve even more children and families in the San Diego region."

"At Target, our local grants are making a difference in the communities we serve," said Laysha Ward, vice president, community relations, Target. "We're proud to partner with The New Children's Museum to offer Target Free Second Sundays as part of our ongoing commitment to give back to the communities where our guests and team members live and work."

The Museum's entire exhibition, *childsplay*, will be open during Target Free Second Sundays. Visitors can also enjoy hands-on art projects, including clay sculpture and taking a brush to The Painted Bug. Additional special activities include:

- ▶ Author Sara DeSmet will be at the Museum to read from her children's book *Scared Silly* at 10:30am and 1:30pm. Sara appears courtesy of Red Cygnet Press and the Museum's retail shop, Gizmo Garage.
- ▶ At noon, Jean Issac's San Diego Dance Theater will present *Moving Stories*, featuring storytelling and movement using professional dancers and one actor. Narration and dance whimsically animate selections from children's literature and poetry, including works by Shel Silverstein, Lewis Carroll's *Alice in Wonderland*, and Sharon Creech's award winning *Love that Dog*.

The Museum will be open regular hours, 9am–4pm, on all Target Free Second Sundays.

ABOUT TARGET

Minneapolis-based Target serves guests at 1,613 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with nonprofit organizations, guests and team members to help meet community needs.

[more](#)

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that celebrates children and the visual arts. A non-profit institution funded by memberships and community support, the Museum empowers children to think, play and create with participatory exhibitions, hands-on studio opportunities, and in-depth classroom experiences.

The Museum has recently opened its beautiful new home, a state-of-the-art facility in downtown's Marina district. Designed by San Diego architect Rob Wellington Quigley, the environmentally sustainable building is one of the first "green" museums in California. To learn more or become a Museum member, visit www.thinkplaycreate.org.