



news release

For immediate release

media contacts

Toni Robin
858 483 3918
pr@thinkplaycreate.org

Kerri Fox
619 795 1524
kfox@thinkplaycreate.org

Photos available upon request

BLUE STAR MUSEUMS KICK OFF RECEPTION AT THE NEW CHILDREN'S MUSEUM

Museum to host NEA, Blue Star Families and 200+ local military personnel and families

June 10, 2013 – San Diego, CA – The New Children's Museum is hosting the West Coast kickoff to this summer's Blue Star Museums program with a special reception Saturday June 15, 2013 from 10 a.m. to 12 p.m. Blue Star Museums is a collaboration among the National Endowment for the Arts (NEA), Blue Star Families, the Department of Defense and more than 2,000 museums across the country. The program offers free admission to all active duty military personnel and their families, including National Guard and Reserve, from Memorial Day through Labor Day.

"The New Children's Museum has a strong history of support for the military community and we are honored to provide this opportunity to those who are serving our country," said Executive Director Julianne Markow. "We are excited that military personnel throughout San Diego County will be able to enrich their summer by participating in our inventive and engaging art experiences."

This year, more than 2,000 museums in all 50 states, the District of Columbia, Puerto Rico and American Samoa are taking part in the initiative, including more than 450 new museums. This is the fourth consecutive year that the Blue Star Museums program has offered our nation's service members this opportunity.

"Blue Star Museums is something that service members and their families look forward to every year and we are thrilled with the continued growth of the program," said Blue Star Families CEO Kathy Roth-Douquet. "Through this distinctive collaboration between Blue Star Families, the National Endowment for the Arts and more than 2,000 museums across the United States, service members and their families can connect with our national treasures with this unparalleled opportunity to visit some of the country's finest museums for free."

Leadership support has been provided by MetLife Foundation through Blue Star Families. The New Children's Museum's support for Blue Star Museums has been sponsored in part by Cox Communications and Viejas Tribe of Kumeyaay Indians.

For a complete list of participating museums, visit arts.gov/bluestarmuseums

The New Children's Museum
200 West Island Avenue
619.233.8792
www.thinkplaycreate.org

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 1,800 museums across the country. The program runs from Memorial Day (May 27, 2013) through Labor Day (September 2, 2013).

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, as well as members of the National Guard and Reserve, U.S. Public Health Service Commissioned Corps and NOAA Commissioned Corps. 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.

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 elements of children's museums and art museums. NCM is a non-profit institution funded by admissions, memberships, and community support.

ABOUT BLUE STAR FAMILIES

Blue Star Families is a national, nonprofit network of military families from all ranks and services, including guard and reserve, dedicated to supporting, connecting and empowering military families. Blue Star Families hosts a robust array of morale and empowerment programs, including Books on Bases, Blue Star Museums, Operation Honor Corp, Blue Star Careers and Operation Appreciation. Blue Star Families also works directly with the Department of Defense and senior members of local, state and federal government to bring the most important military family issues to light. Working in concert with other nonprofits, community advocates, and public officials, Blue Star Families raises awareness of the challenges and strengths of military family life and works to make military life more sustainable. Blue Star Families' worldwide membership includes military spouses, children, parents, and friends, as well as service members, veterans and civilians. To learn more about Blue Star Families, visit <http://www.bluestarfam.org>. Join us on [Facebook](#), [Twitter](#) and [Pinterest](#).

ABOUT THE NATIONAL ENDOWMENT FOR THE ARTS

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$4 billion to support artistic excellence, creativity and innovation for the benefit of individuals and communities.

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