



the new children's museum

## news release

**For immediate release**

**media contact**

Gavon Morris

619 795 1766

[gmorris@thinkplaycreate.org](mailto:gmorris@thinkplaycreate.org)

### **THE NEW CHILDREN'S MUSEUM LAUNCHES NEW ONLINE COMMUNITY WITH JANE CLIFFORD**

June 16, 2011 — San Diego — [The New Children's Museum](#) launched a new online community with Jane Clifford on Wednesday, [The Family Room](#), designed as a place for parents and grandparents to connect with one another, for children and young people to learn, for everyone to contribute. As a new model of a museum that celebrates children and the arts, NCM continues to embrace and spotlight all aspects of family life. This new platform allows San Diego's leading expert on family, Jane Clifford, to facilitate ongoing discussions with the community through relevant and timely channels of communication.

Expanding on the gallery and studio experiences inside the Museum, The Family Room provides news, advice, a calendar of events worth considering, a place for kids to talk back and a blog for parents and grandparents to chime in on whatever is on their mind. A poll question will be available every week where visitors can sound off about what's going on in the world and a monthly Q&A where experts in various fields will discuss topics aimed at helping us as individuals and members of a family.

"At NCM we envision our community with a vibrant artistic and cultural life in which all children and families share the joy of being active participants. With Jane's parenting expertise and her career-long engagement with issues affecting all members of the family, NCM has taken the next step in expanding our visitor experience to include our online family," states Museum Executive Director Rachel Teagle. "We hope families find information and resources that bring them closer together and inspire new ideas."

As a mother of four, Jane knows how much help parents need to do a good job.

"Parenting is hard," said Jane. "There are plenty of books, enough to fill a semi on the subject, but few of us can reach just the one we want at the moment of a tantrum, or whatever the issue is. The wonderful thing is that we often only need to turn to another mom or dad.

"That is just the kind of environment we hope to create in The Family Room, a place for parents to reach out to one another. We try to raise these human beings who are counting on us to get it right. We also plan to have plenty of experts around to guide us as well."

Jane Clifford earned her journalism degree at the University of Florida and has been a writer for 32 years. She began her career as a television reporter and anchor in Florida and, after moving to California, spent 27 years with *The San Diego Union-Tribune*, where she was editor of the Family section. She wrote stories on a wide range of issues and a column that used personal experiences to highlight what all families face. She has hosted a weekly radio talk show on family issues and a monthly cable television family-focused program. Jane is the mother of four children.

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