



news release

For immediate release

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THE NEW CHILDREN'S MUSEUM PLANS SUPER-SIZED SUMMER FOR ALL

Highlights include Extended Hours, Superhero Jam and FIRST EVER Comic-Con Take-Over

June 28, 2012 — San Diego — Who doesn't love summer? At The New Children's Museum (NCM) downtown, there's going to be even more to love with the addition of super-sized activities and hours designed to create a memorable summer for all. "We're bringing back some favorites from past exhibitions and combining them with new, exciting activities for a creative and art-filled summer for all ages," said Julianne Markow, NCM Executive Director. "We're especially excited about our unprecedented partnership with Cartoon Network and *Adventure Time* during Comic-Con. This summer, more than ever before, The New Children's Museum should be on every family's list of places to go."

Not only will there be new programming, art-making activities, facilitated workshops and special events, but there will be more hours to enjoy them. NCM will be open **Wednesdays** throughout the summer (July and August) to provide 7 days of super-sized fun. Complete schedule and hours can be found at VisitNCM.com.

SUMMER FUN - HIGHLIGHTS

Superhero Jam

Friday, July 6

10am - 4pm

Free with admission

Inspired by the wildly popular Comic-Con festivities, visitors can enjoy fun-filled activities including a pop-up comic book workshop, live KPRI-FM DJ, free face painting, a special appearance by Batman and the Batmobile, and out-of-this-world performances by [Super Galactic Beat Manipulators](#) and [San Diego Unicycle Society](#). Activities take place in the Museum and at the NCM Park across the street.

Cartoon Network – *Adventure Time* Experience and Exhibition

July 11-15

NCM Arts Education Center | Entrance on Union Street

It's a Finn and Jake take over, Comic-Con style! Located directly across from the Convention Center, NCM will be part of the unique and wild Comic-Con festivities for the first time ever. NCM is partnering with Cartoon Network to celebrate the amazing fandom of the hit series and the Museum will be re-conceptualized to feature an exclusive, fully immersive ***Adventure Time*** experience. ***The Adventure Time: Keyper Seeker*** experience will welcome guests into a lush re-creation of the Land of Ooo! The Keyper, a beloved *Adventure Time* character, will present guests with a special key that opens one of the many doors within the secret lair of the Door

Lords. Each guest must decipher a riddle that will grant access to an extra-special prize locked inside!

NCM and Cartoon Network will also be partnering to host an ***Adventure Time Fan Art exhibition*** featuring fan-generated artwork! Cartoon Network has assembled a diverse array of *Adventure Time* themed artwork which will be displayed for the duration of this year's Con.

MORE ART + PLAY ACTIVITIES - HIGHLIGHTS

NCM will be alive with art-making and some fun family favorites throughout the summer. Previous visitors will be thrilled to see the return of artist Felipe Dulzaides's 30 foot inflatable rainbow "jumpy" - now ready for action.

In addition, families can participate in two of NCM's most fun and memorable facilitated studio workshops from previous exhibitions, *childisplay* and *Animal Art* as well as exciting "drop-in" art activities of all ages. And to make the beginning of each week something to look forward to, NCM will feature Museum Mondays, for creative outdoor fun in NCM Park.

"TRASH Launchers"

June 28-July 31

Ages 3 and up | Twice Daily

Make your TRASH art fly! Design a parachute using grocery bags and re-purposed materials then launch it off the Museum's balcony with our famous NCM canons.

"Action Painting"

August 2-September 4

Ages 3 and up | Twice Daily

Dip toy balls in paint then roll them around on a frame using balance, coordination and teamwork.

"Museum Mondays"

All ages | 11am-2pm | NCM Park

July 3, August 6, 13, 20, 27, September 3 – Labor Day

Summer visitors can enjoy art and play every Monday in NCM' park! Museum Mondays will offer different art activities each week, focusing on outdoor art-making.

MUSEUM SUMMER HOURS

Monday 10am–4pm

Tuesday, 10am-4pm

Wednesday, OPEN July and August (except 7/4)

Thursday, 10am–6pm

Friday, 10am–4pm

Saturday, 10am–4pm

Sunday, 12pm–4pm

Target Free Second Sunday, 10am–4pm

Museum Closed: 8/17 - 8/19

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.

Cartoon Network (CartoonNetwork.com), currently seen in more than 99 million U.S. homes and 168 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic entertainment for youth and families. Nightly from 10 p.m. to 6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animated and live-action series for young adults 18-34.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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