



## news release

**For immediate release**

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**REIMAGINE. RETHINK. REINVIGORATE.  
FIFTH ANNUAL BENEFIT GALA EMBRACES THE 3Rs AND BEYOND.**

*Highlights include Eco Couture Fashion, Sustainable Fare by Campine, Dumpster Dance Party and one-of-a kind art and entertainment.*



**TRASH the Gala**  
**Saturday August 18, 2012**  
**6pm – 12am**  
The New Children's Museum  
200 West Island Avenue  
San Diego, California 92101  
[TRASH The Gala](#)

**July 12, 2012 — San Diego** —Plans for the 5<sup>th</sup> Annual New Children's Museum Gala are set and it promises to be extremely creative, innovative and art-filled! The entire event experience is inspired by the current exhibition, *TRASH*, which raises consciousness about what happens when we throw things away. This year's gala celebrates the transformation of rubbish into resource — eco couture, zero waste, urban agriculture, and organic fare. NCM embraces new approaches to benefit the environment with an evening of fabulous music, wines, cuisine, and art!

Guests are even encouraged to wear trash...or their finest eco couture. To help set the tone, fashion design students from The Art Institute of California – San Diego have designed and created ten original outfits for the host committee made entirely of recycled materials including *New York Times* bags, curtain ties, loofah sponges, styrofoam and newspapers.

Proceeds from *TRASH the Gala* directly support NCM's innovative programming for children, families, artists, and teachers and help us continue to provide extraordinary opportunities to think, play, and create.

### **EVENT TIMELINE**

**6pm Eco Couture Cocktail Hour & Art Lovers Silent Auction**

Show off your creative couture as you walk the green carpet to a photo op with the trash-sational models. Enjoy music, festive bites from Campine and create your own living cocktails at the Landfill Bar. Guests will have an opportunity to bid on one-of-a-kind works of art using a paperless, electronic bidding system.

**7:30pm Think. Play. Create. Eat!**

A dining experience like no other! The culinary geniuses of Campine catering have designed an exclusive menu of delicious, fun and sustainable foods to satisfy your hunger and your inner child.

-more-

### **8:30pm Live Auction & Paddle Raise**

Help spark creativity in every child by bidding on priceless experiences and getaways — or raise your paddle in support of NCM's innovative exhibitions and programs.

### **9pm Create + Innovate Entertainment**

A variety of inventive performers will wow the crowd....art, music, movement and surprises you have to see to believe!

### **10pm Late Night Dumpster Dance Party**

Keep the party going as NCM's *TRASH* exhibition turns into the ultimate nightclub with music, videos and more delicious treats from Campine, cocktails and coffee.

### **Talent & Entertainment**

#### **Chrissy Russo, Emcee**

Russo is journalist, meteorologist, and show host/producer for KSWB FOX5 San Diego. She is known for being a natural on air with an energetic and dynamic delivery style and has received numerous awards, including "50 People to Watch" by *San Diego Magazine* in 2009 and "TV Personality of the Year" by *San Diego CityBeat* in 2010.

#### **Crew**

CREW is a San Diego performance group that uses unconventional instruments to create high-energy percussion! The group performs throughout the community, inspiring youth to explore their talents and find positive outlets. After touring with the off-Broadway show **STOMP**, director Chris Rubio returned to his hometown to continue to perform and teach.

#### **Music and More**

**DJ Jonny Dupre** will be playing music from 6-9:30pm and **93.3's Marc Thrasher** will be performing his video DJ experience from 9:30-12:00a.m.

### **CATERING HIGHLIGHTS - Sustainable Fare**

The award-winning celebrity chefs of **Campine** are driven to wow guests with eye-popping presentation and mind-blowing flavors. These outstanding chefs have created a one-of-a-kind sustainable menu featuring sustainable fare that will bring out the kid in every guest. Chef **Andrew Spurgin**, formerly of Waters Fine Catering, is regarded by many as one of the nation's finest for-hire chefs. He has received prestigious industry awards such as The Ace Award – Best Caterer in The West, *Catersource Magazine*, The Spotlight Award – National Caterer of the Year, *Event Solutions Magazine*, and The Star Award, International Catering Association.

Chef **Antonio Friscia** was classically trained in Italy and draws inspiration from his worldly travels; he brings the power behind the operation as the Executive Chef at Stingaree, the award-winning nightclub which has received national acclaim.

Rounding out the trio is Chef **Brian Malarkey**, Executive Chef at hotspots Searsucker, Burlap, Gingham, Gabardine and Herringbone, who brings his effervescent Top Chef TV personality and approachable culinary creations to the group, cooking up the perfect marriage of three outstanding talents.

### **AUCTION ITEM HIGHLIGHTS**

Guests can support NCM by bidding on once in a lifetime experiences, including a child-friendly celebrity chef experience, a VIP excursion for 12 to the world famous San Diego Zoo, custom-designed slumber parties at NCM, a luxurious Mexico vacation and much more! Ted Roth will be the auctioneer for the evening.

## **CHAIRS AND HONORARY COMMITTEE**

Camille & David Saltman, Event Chairs (92104)

Lori & Bill Walton, Honorary Chairs (92103)

### **Honorary Committee**

Marc & Patty Brutton

Cathe Burnham

Michael & Dee Anne Canepa

Karen & Donald Cohn

Sue & Keith Colestock

Shawn Covell

Mick & Lisette Farrell

Ted & Celeste Hilling

Rich Horner

Debby & Hal Jacobs

Brent Woods & Laurie Mitchell

Mitch & Rebecca Mitchell

Rebecca Moores

Sheryl & Harvey White

Fe & Ralph Whitworth

### **SPONSORS**

Amerian Medical Response, Bernstein Global Wealth Management, Best Beverage Catering, Campine Catering, Competitor Group, Connect, Country Wine and Spirits, Elite Window Washing, EyeMotive, Giving Back Magazine, Nordstrom, Ranch & Coast Magazine, Riviera Magazine, San Diego Downtown News, Securitas, Smith Barney, San Diego Home and Garden, The Walrus 105.7, Uber, Waste Management, and WestAmerica Graphics.

### **TICKETS**

\$500 Regular

\$1,000 VIP

\$5,000 Table for 10

\$10,000 VIP Table for 10

<http://www.thinkplaycreate.org/gala>

### **ABOUT THE NEW CHILDREN'S MUSEUM**

The New Children's Museum is a dynamic new model of a children's 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).

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