



the new children's museum

## news release

### media contact

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### THE NEW CHILDREN'S MUSEUM SHOWCASES COMIC ART EXHIBITION JULY 19 – 25

*Ape Entertainment presents original comic book art from KiZoic young reader line*

July 15, 2010 — San Diego — The New Children's Museum and Ape Entertainment have partnered to bring an action-packed one-week exhibition for Comic-Con International San Diego. With its close proximity to the Convention Center, NCM offers an alternative destination for family fun during the Comic-Con festivities. The exhibit at The New Children's Museum will feature original sketches and drawings from some of KiZoic's most popular titles, including *Shrek*, *The Penguins of Madagascar*, *Little Green Men*, and more. Families will also receive complimentary Ape Entertainment comic books during their visit.

"Kids can learn about the process of making a comic book, and see original art from some of their favorite titles. It's an unforgettable moment," states Ape Entertainment founder and co-publisher Brent E. Erwin. "And to be able to meet some of the artists responsible for the work is just icing on the cake."

Ape Entertainment's professional sequential artists Christine Larsen of *Shrek* and Ray Height of *RPM* comics will lead a series of workshops at The New Children's Museum, aimed at teaching kids how to draw their favorite comic book characters. Workshops will be held on Thursday July 22 at 2pm, Friday July 23 at 2pm, and Sunday July 25 at 2pm. Space is limited, visitors are encouraged to arrive early.

"It's a great way to get a taste of the Con, even if you can't get a ticket," explains Museum Executive Director Rachel Teagle. "We're thrilled to bring the imagination and energy from the week's events to NCM."

In addition to The New Children's Museum's current exhibition, *Animal Art*, hands-on art projects, and special activities throughout the day, the Museum offers an indoor cafe and public park, with plenty of space for picnicking. Museum admission is free to all Comic-Con pass holders. The KiZoic comic art exhibition is free to the public with regular admission. On-site underground parking is available for \$10.

### ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that celebrates children and the arts. A non-profit institution funded by admission, membership, and community support, the Museum empowers children to think, play and create with participatory exhibitions, engaging art-making activities, captivating artistic performances, and in-depth educational opportunities. 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).

#### Hours

Monday, 10am–4pm  
Tuesday, 10am–4pm  
Wednesday, CLOSED  
Thursday, 10am–6pm  
Friday, 10am–4pm  
Saturday, 10am–4pm  
Sunday, 12pm–4pm

#### Admission

Adults and Children: \$10  
NCM Member: FREE  
Children under one year: FREE  
Seniors (65+): \$5  
Military (w/ ID): \$5

**Underground Parking**  
\$10

### ABOUT APE ENTERTAINMENT

Ape Entertainment was founded in 2003 by comic book enthusiasts David Hedgecock and Brent E. Erwin. Popular titles include *Go-Go Gorilla and the Jungle Crew*, *Superhuman Resources*, *Black Coat*, *Athena Voltaire*, and *The Trouble with Katie Rogers*. The media group is the North American publisher for Dreamworks Animation. For more information, visit [ape-entertainment.com](http://ape-entertainment.com). *Shrek* and *The Penguins of Madagascar* are licensed properties of Ape Entertainment.