



the new children's museum

## news release

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### THE NEW CHILDREN'S MUSEUM ENHANCES TARGET FREE SUNDAYS MUSIC AND DANCE PERFORMANCES HIGHLIGHT ACTIVITIES PLANNED FOR NOVEMBER 9

October 30, 2008—San Diego, California—In June of this year, The New Children's Museum announced free admission on the second Sunday of each month and since then, attendance on those days has more than doubled. Sponsored by **Target**, the free day allows all children and families in the community to enjoy the Museum, and ensure that cost is not a barrier

Success of the event is enhanced by special free programming designed make it even more fun to think, play and create at The New Children's Museum. Past activities have included performances by the San Diego Symphony Petting Zoo, Coronado High School Cheer Squad, Tap Fever Dance Studio and *The Earth Machine* reading by Kevin Tong.

The Museum's entire exhibition, *childsplay*, will be open during **Target Free Second Sundays**. Visitors can also enjoy hands-on art projects, including clay sculpture and taking a brush to *The Painted Bug*.

On **November 9**, NCM will present entertainment that is in line with the mission to present art and activities with a playful spirit including an appearance by **The Jumpitz**, family-friendly entertainers.

Additional special activities include:

10am—**Monarch School Steel Drum Band** will perform at the park across the street.

11am—**SDSU Dance Team** will entertain and teach a dance to willing kids (and their parents!)

12pm–3pm—**The Jumpitz**, a musical performance troupe, will perform, play and dance in the Improv Theater with material specifically designed children ages two to six. The focus is on music that allows children to simply be children and have fun. [www.jumpitz.com](http://www.jumpitz.com)

2:30pm—**The San Diego School of Creative and Performing Arts Jazz Band** will perform in front of *The Rain House*.

Various children's authors will read from their books in front of Museum's retail shop, Gizmo Garage between 10am and 2pm.

More holiday fun is on the horizon for Target Free Sundays. On **December 14**, actors from The Old Globe's *Dr. Seuss' How The Grinch Stole Christmas!* will present a reading and the Grinch himself will be on hand to act out the story.

The Museum is 10am–4pm, on Target Free Second Sunday.

[more](#)

### **ABOUT TARGET**

Minneapolis-based Target serves guests at 1,613 stores in 47 states nationwide by delivering today's best retail trends at affordable prices. Target is committed to providing guests with great design through innovative products, in-store experiences and community partnerships. Whether visiting a Target store or shopping online at Target.com, guests enjoy a fun and convenient shopping experience with access to thousands of unique and highly differentiated items. Target (NYSE:TGT) gives more than \$3 million a week to its local communities through grants and special programs. Since opening its first store in 1962, Target has partnered with non-profit organizations, guests and team members to help meet community needs.

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

The New Children's Museum is a dynamic new model of a museum that celebrates children and the visual arts. A non-profit institution funded by memberships and community support, the Museum empowers children to think, play and create with participatory exhibitions, hands-on studio opportunities, and in-depth classroom experiences.

The Museum has recently opened its beautiful new home, a state-of-the-art facility in downtown's Marina district. Designed by San Diego architect Rob Wellington Quigley, the environmentally sustainable building is one of the first "green" museums in California. To learn more or become a Museum member, visit [www.thinkplaycreate.org](http://www.thinkplaycreate.org).