



the new children's museum

## news release

### media contact

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### THREE GRANTS TO THE NEW CHILDREN'S MUSEUM PROVIDE \$52,000 FOR ACCESSIBILITY PROGRAMS

November 5, 2008—San Diego, California—The New Children's Museum announced it has received over \$52,000 in corporate and foundation donations to support their ongoing efforts to serve as many children and families as possible. Thanks to funding from **Qualcomm Inc**, **Ford Motor Company Fund** and the **CarMax Foundation**, programs can continue that help ensure that financial resources are not a barrier to enjoying the Museum experience.

"Accessibility is a core value of The New Children's Museum," explained Rachel Teagle, executive director. "Since we opened in May, we have already provided free admission to more than 8,000 people including students from Title 1 schools."

Thanks to these new funds, NCM will be able to launch an innovative accessibility initiative called *Check Out The New Children's Museum* this December. This innovative program will place circulating membership cards into library branches around the city. Families will be able to check them out like books and receive member benefits.

Accessibility programs include:

#### **Check Out The New Children's Museum**

A program in partnership with the San Diego City Libraries will place circulating membership cards in all branch libraries. These cards can be checked out just like a book, and the card borrower receives the benefits of membership for the period they hold the card. Benefits include free admission to the Museum for two adults and all children in the household, discounts at the Museum store and cafe, and discounts on early childhood education classes, and summer camps. Regular family membership begins at \$75. NCM believes this is the first program of its kind in the region.

#### **Title 1 Schools Visits**

All visits by Title 1 schools are free of charge and NCM works with MTS and ArtsBusXpress to provide inexpensive or free transportation. In calendar year 2009, Title 1 school visit bookings represent 50% of the schools planning to visit.

### **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, visit [www.thinkplaycreate.org](http://www.thinkplaycreate.org).