



## news release

**For immediate release**

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### **FROM HIP HOP CLASS TO SNOW GLOBE CARDS, HOLIDAY ACTIVITIES AT THE NEW CHILDREN'S MUSEUM PROVIDE CREATIVE OPPORTUNITIES FOR KIDS TO CELEBRATE THE SEASON**

*Special Workshops, Holiday Celebrations and Fun Gift Packages*

November 30, 2011 — San Diego — The holidays are in full swing at The New Children's Museum, where NCM's holiday activities make it a great place for families to spend time together during the holiday season. Kids can get creative during holiday workshops and take home their original creations. Museum Members can enjoy two special workshops where kids can make gifts for family and friends. The Museum's Holiday Celebration on December 19 is perfectly-timed for the winter break and features a hip hop class, Camp Glee Club, a holiday workshop activity, and the Monarch Steel Drum Band.

Details about NCM's Holiday Happenings are below:

#### **Holiday Workshop**

##### ***Pocket Presents***

**Daily, through December 24, 2011**

**Free with Museum admission**

Kids can make a wintry ornament that doubles as a holder for petite gifts. Using folding skills demonstrated by trained artists, kids will create paper pockets, then paint them with a festive scene. Fill them, hang them, gift them! Recommended for all ages.

#### **Members Only Holiday Workshops**

**Sunday, December 4 | 12PM – 3:30PM**

**Saturday, December 10 | 10:30AM – 3:30PM**

**Free for NCM Members**

- **Braid Star Gifts:** Kids will explore the art of braiding using a traditional braid star tool. They can create colorful bracelets, shoe laces, or hair ties as gifts for family and friends.
- **Snow Globe Cards:** Looking for an innovative holiday card idea? Design a postcard with a wintry scene that "snows" when shaken, flipped, or turned!
- **DIY Gift Tags:** Gift-giving season is almost here. In keeping with the Museum's current exhibition, TRASH, with its environmental theme, kids will use recycled materials to make personalized gift tags for their friends and families.

#### **Celebrate & Shop at Bloomingdale's**

**Wednesday, December 14**

Shoppers can shop for a purpose all day at Bloomingdale's in Fashion Valley on December 14 to benefit the Museum. 10% of shoppers' purchases will go to The New Children's Museum when their same-day receipts are presented to Customer Service located on Level 2. Some exclusions apply. Guests will enjoy a special in-store reception from 5PM to 7PM.

[Bloomingdale's](#) is America's only nationwide, full-line, upscale department store and a division of Macy's, Inc. It was founded in 1872 and currently operates 41 Bloomingdale's stores and 7 Bloomingdale's, The Outlet Stores in New

York, New Jersey, Massachusetts, Pennsylvania, Maryland, Virginia, Illinois, Minnesota, Georgia, Florida, Nevada, and California. In addition, Bloomingdale's has an international presence with a location in Dubai.

## **Holiday Celebration at NCM**

**Monday, December 19**

**Free with paid admission**

NCM is hosting a holiday party with special entertainment, workshops, and holiday activities. In addition to the Pocket Presents workshops being offered throughout the holidays at the Museum, there are a number of entertainment highlights:

Shorty 'N' Me Hip Hop Class with Culture Shock, 12:30pm

Camp Glee Club, 1:30pm

Monarch Steel Drum Band, 2:30pm

## **Holiday Gifts – Creative Experiences**

**Gift Memberships, \$85 and up**

Kids remember experiences more than stuff. Give the gift of a year full of discovery, art, and fun at The New Children's Museum. Gift-givers will receive a special certificate to use in presenting their gift of Museum membership to the gift recipient. The lucky recipient will receive all of the benefits of membership for a full year, including free unlimited visits to the Museum.

**Family Day Package, \$30**

Another great gift-giving option is a family 4-pack of guest passes for just \$30. This unique and memorable gift is a great way to introduce friends or family members to NCM.

For additional information or a full list of the benefits of membership, call Membership Services at (619) 795-1734 or visit the website at [thinkplaycreate.org/membership](http://thinkplaycreate.org/membership).

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## **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](http://thinkplaycreate.org/pressroom).