



the new children's museum

## news release

**For immediate release**

**media contact**

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### **THE NEW CHILDREN'S MUSEUM SALUTES OUR TROOPS AND EXPANDS COMMUNITY ACCESS TO THE ARTS**

*Military families receive free admission December 15 through December 31*

December 10, 2010 — San Diego — The New Children's Museum will be honoring the men and women who serve our country by offering **free admission** to their families **December 15 through December 31**. NCM continues to distinguish itself in the community with an innovative and expansive roster of accessibility programs, ensuring that all families have an opportunity to experience the arts. In addition to free admission to military families during the holiday season, the Museum offers Target Free Second Sunday, "Check Out The New Children's Museum," and free visits for Title 1 schools throughout the year.

"We're thrilled to be able to welcome the armed forces and their families as part of our distinctive Community Access Program," explains Museum executive director Rachel Teagle. "1 in 5 visitors come to NCM free of charge. Increasing exposure to an even wider audience allows NCM to foster imagination and creativity throughout the community."

#### **Target Free Second Sunday**

On the second Sunday of every month the Museum is free. Thanks to a generous grant from the Target Corporation, an average of 1,800 people visit NCM free of charge each second Sunday.

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

The only program of its kind in the region, "Check Out The New Children's Museum" offers unique circulating membership cards throughout San Diego City Libraries. Two NCM membership cards are available for check out at all 36 branch libraries, enabling the borrower to experience all benefits of a Museum membership and visit free of charge.

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

Title 1 schools are those where 60% or more of the student population receive free or reduced lunch. NCM waives admission fees for these students and their chaperones and provides free art materials, curriculum guides, and administrative support for their visits.

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#### **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 admissions, memberships, and community support, the Museum empowers children to think, play and create through 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](http://thinkplaycreate.org).