



news release

For immediate release

Media Contacts

Toni Robin, 858 483 3918

pr@thinkplaycreate.org

Kerri Fox, 619 795 1524

kfox@thinkplaycreate.org

Photos available upon request

NEW CHILDREN'S MUSEUM STAYS TRUE TO ITS NAME WITH NEW HOURS AND EXHIBITION PLANNED FOR 2013

December 10, 2012 – San Diego -The New Children's Museum, located in downtown San Diego's Marina District, is committed to keeping things fresh and new for its 5th anniversary year. In 2013, new hours, an exciting new exhibition and new and exciting activities every month are sure to keep visitors coming back for more!

Highlights include a 5 Year Birthday Bash in May, and the launch of a new exhibition in October. **TRASH** will continue to be on display until September 2013. Here's a preview of the scheduled changes beginning January 1, 2013.

Hours: NCM will be open every day EXCEPT Tuesday. New hours are Monday, Wednesday, Thursday, Friday and Saturday: 10 a.m. – 4 p.m. Sundays: 12 p.m. – 4 p.m.

Sunset Saturdays: NCM will stay open until 6 p.m. on the 4th Saturday of every month to give visitors a chance to think, play and create...late!

Member Benefits: Starting in January, NCM will have special hours every Sunday from 10 a.m. – 12 p.m., just for members. The Museum will also launch new Members Only events and more Member Exchanges with neighboring museums. These new exchanges will kick off with The BIG Exchange on January 5, 2013, which gives members reciprocal admission at 16 participating museums throughout San Diego County.

Target Free Days: Thanks to generous support from our sponsor, Target Free Second Sundays will continue every month, from 12:00 p.m. – 4:00p.m. (Note new time).

ABOUT THE EXHIBITION

TRASH features the work of 12 artists from around the globe focused on the kid-friendly and timely topic of trash. Through inventive, participatory artworks, the exhibition invites families to explore new perspectives and help shape the future. **TRASH** empowers kids to take the lead in their families on talking about environmental and social issues, such as landfills, waste disposal and The Great Pacific Garbage Patch.

TRASH is organized by The New Children's Museum and is made possible by the generosity of Laurie and Brent Woods, Lynne and Glenn Carlson, and Fernanda and Ralph Whitworth. Support is also provided by The James Irvine Foundation, Nordstrom, the City of San Diego Commission for Arts and Culture, the County of San Diego's Community Enhancement Program, Museum members and donors to NCM's annual fund.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums.

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.

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