



the new children's museum

media alert

media contact

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The New Children's Museum

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NCM IS BRINGING REAL SNOW TO SAN DIEGO!

Bring the family for a fun-filled afternoon in the Museum Park, and don't forget to wear your snowsuit!

Thanks to a generous donation from Cupcake Love in Solana Beach (www.cupcake-love.com), The New Children's Museum is forecasting SNOW in downtown San Diego on December 28! Just in time for school vacation, we'll have real snow in the Museum park on Island Avenue, and plenty of sleds, saucers and activities for kids and families. Wear a warm hat, and come early to enjoy the Museum first!

EVENT

FREE Snow Day at The New Children's Museum
Monday, December 28, 2 – 4pm

Snow outdoors in the Museum park.
Free to the public, regular admission required for Museum entry.

LOCATION

The New Children's Museum
200 West Island Avenue, San Diego, CA 92101
Media parking available on Union Street

AVAILABLE INTERVIEWS

Jessica Hanson York

Director of External Affairs

The New Children's Museum

Mike & Ilene Lamb

Cupcake Love

ON-SITE CONTACTS

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Events Coordinator

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ADDITIONAL HOLIDAY ACTIVITIES @ NCM

During the holiday season NCM is collecting canned food for the San Diego Food Bank. Bring five cans of food to the Museum on December 28 and receive \$5 off an NCM gift membership. Offer good through January 1.

HOLIDAY DAY CAMP

December 21 and Tuesday, December 29

Looking for a fun-filled and educational program for kids during winter break? NCM offers arts-based day camps for children in grades K-2. Enjoy art-making, gallery exploration, games, and special thematic activities. Enrollment is limited, register today! Email experience@thinkplaycreate.org or call 619 233 8792 x122.

JUMP PARTY, 2ND ANNUAL NEW YEAR'S FAMILY CELEBRATION & FUNDRAISER

Friday, January 1st, 12 – 4pm

\$10 members, \$15 non-members

The Cricket Wireless Level will be grooving with a family friendly DJ spinning tunes while you jump in *Missing Links*, play your favorite gallery games and ring in the New Year! Enjoy imaginative and interactive performances with award-winning educational entertainment group, The Jumpitz. Funds raised from this event will help NCM provide free studio art supplies in 2010. Purchase tickets at www.thinkplaycreate.org.