



the new children's museum

## news release

***For immediate release***

**media contacts**

Toni Robin  
858 483 3918  
[pr@thinkplaycreate.org](mailto:pr@thinkplaycreate.org)

Kerri Fox  
619 795 1524  
[kfox@thinkplaycreate.org](mailto:kfox@thinkplaycreate.org)

*Photos available upon request*

### **MUSEUM RECEIVES FUNDS TO CONTINUE POPULAR MASS CREATIVITY PROJECT**

*Prestigious NEA Grant to Fund Third Annual Community Outreach Effort in 2015*

SAN DIEGO – August 1, 2014 – The New Children's Museum in downtown San Diego announced that its popular Mass Creativity project will continue for a third year in 2015, with the help of a \$30,000 grant from The National Endowment for the Arts (NEA).

The Museum's Mass Creativity project includes a series of complimentary workshops held in diverse communities in San Diego County and culminates in a free all-day event at the Museum. Designed to broaden the reach of the hands-on creativity that is a signature of the Museum, the project brings art making to audiences that might never be able to experience it. The outreach effort was originally funded by a two-year grant from The James Irvine Foundation.

"We are grateful that the funding provided by this NEA grant will help us continue our successful Mass Creativity project for yet another year," said Julianne Markow, executive director and CEO of The New Children's Museum. "We saw the number of participants this year more than double in comparison to 2013, with more than 3,000 San Diegans benefitting from Mass Creativity. We are eager to build on this momentum and continue providing our community with new opportunities for creativity."

All NEA grant applications undergo a rigorous independent review process by national panels of artists and other arts experts, followed by a review of their recommendations by the National Council on the Arts. Final grant decisions are determined by the chairman of the NEA.

"The NEA is thrilled to help the Museum engage so many different communities throughout San Diego County with its Mass Creativity project," said Wendy Clark, Director, Museums, Visual Arts, and Indemnity. "It's a great opportunity to highlight the talent and commitment of the local artists who work diligently to guide people of all ages - from toddlers to retirees – in the creative process."

The first phase of the Museum's third annual Mass Creativity project kicks off in the spring of 2015, when the workshop series begins in targeted neighborhoods throughout San Diego County.

### **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. Serving San Diego for 30 years, the Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown in 2008. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums. The Museum

collaborates with contemporary artists on an ongoing basis, both for large-scale thematic exhibitions, individual installations and educational projects for children. NCM is a non-profit institution funded by admissions, memberships and community support. To learn more, visit [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

#### **ABOUT THE NATIONAL ENDOWMENT FOR THE ARTS**

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$5 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at [arts.gov](http://arts.gov).

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