



news release

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U.S. BANK FUNDS FREE MUSEUM ADMISSION FOR MILITARY

Veterans Week free to all military and veterans at The New Children's Museum

November 14, 2016 — San Diego – U.S. Bank and The New Children's Museum partnered to turn Veterans Day into *Veterans Week*, providing free access to all active and retired military. The Museum welcomed 641 active and retired military for free, tripling the number that visited the prior year. Each military family was greeted at check-in with a gift of appreciation.

"This is a very important partnership for us - allowing families to come together to play," said Erica Opstad, vice president and national manager - U.S. Bank Community Relations. "The New Children's Museum is a perfect partner for our *Community Possible* efforts, focused on building stronger and more vibrant communities."

The New Children's Museum offers a wide range of installations, studios, workshops and programming that allow children to engage with and experience art. Through generous community partnerships and programs like this, children from all walks of life, and from throughout San Diego County, have the opportunity to 'think, play and create,' building creative skills that last a lifetime. The Museum has welcomed over 1,100,000 million visitors since 2008 and is currently experiencing a 17% growth in daily visitors over prior year.

"Living in San Diego, we have a special place in our hearts for our military," said Judy Forrester, executive director and CEO. "We embrace our military families with an array of programs to provide an enriching place where they feel appreciated and at home. We are extremely grateful for U.S. Bank, who partnered with us to provide a full week of free military admission."

Throughout Veterans Week, visitors to the Museum were able to craft a special message on the chalk wall mural to tell the military how much they appreciate all that they do (pictures attached).

About U.S. Bank (usbank.com)

Minneapolis-based U.S. Bancorp (NYSE: USB), with \$454 billion in assets as of September 30, 2016, is the parent company of U.S. Bank National Association, the fifth largest commercial bank in the United States. The Company operates 3,114 banking offices in 25 states and 4,875 ATMs and provides a comprehensive line of banking, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

About The New Children's Museum (thinkplaycreate.org)

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. The Museum 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 programs for children. The New Children's Museum is a non-profit institution funded by admissions, memberships and community support.

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