



the new children's museum™

200 west island avenue san diego, california 92101 t 619 233 8792 f 619 233 8796 thinkplaycreate.org

**media contacts**

Kerri Fox  
619 795 1524/301 404 8921 (cell)  
[kfox@thinkplaycreate.org](mailto:kfox@thinkplaycreate.org)

Toni Robin  
858 483 3918  
[tr@trprsandiego.com](mailto:tr@trprsandiego.com)

**THE NEW CHILDREN'S MUSEUM RECOGNIZES CHILDHOOD CANCER AWARENESS MONTH**

*New temporary installation "Joey's Wings" on display*

September 12, 2017 — Downtown San Diego — The New Children's Museum, an arts-based children's museum in the heart of San Diego's Marina District, opens its newest, temporary installation *Joey's Wings* to help raise awareness for childhood cancer.

Two thousand delicately folded origami paper cranes flock in delicate clusters in The New Children's Museum atrium from September 6 through October 2, 2017. Each crane honors one of the approximately 2,000 children in the United States who pass away from cancer every year. The art installation commemorates national Childhood Cancer Awareness Month, remembering those families affected by cancer.

The project came to the Museum from Kathy Liu, who began folding paper cranes after her son Joey passed away from cancer in 2014. The process was a way of remembering her artistic son who loved experimenting with origami. It was also a reference to *senbazuru*, a Japanese tradition in which anyone who folds one thousand paper cranes will be granted one wish. The wish? Cure for childhood cancers, which only get 4% of federal funding on research.

"These installations are both a tribute to my son's Joey's love of artmaking as well as a way of spreading hope for a cure for childhood cancers," said Liu.

Lui's heartfelt project grew into Joey's Wings, a non-profit that has lifted the hearts of many and raised over \$150,000 in the past two and a half years through a unique process. In exchange for donations, Kathy Liu and volunteers fold paper cranes and deliver them to children's hospitals, creating hopeful decorations for children's IV stands as well as large-scale installations such as the one at The New Children's Museum. All money raised goes to providing emotional and financial support to families with children who are undergoing treatment for cancer.

"We are pleased to be the first California installation of *Joey's Wings* in support of Childhood Cancer Awareness Month," said Megan Dickerson, Manager of Exhibition Development. "It's a beautiful and touching installation that is inspiring hope in our visitors, members and staff."

In addition to having the installation on display throughout September, the Museum will host origami and crane-making workshops. The Museum will also be selling hand-crafted crane ornaments and earrings designed by Kathy Lui, all proceeds of which will go into Joey's Wings in search for a cure.

**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.

The Museum opened in 1983 in La Jolla as the Children's Museum/Museo de los Niños and reopened downtown as The New Children's Museum in 2008. The Museum brings families together in a rich educational environment that fosters creativity — blending the best elements of children's museums, contemporary art museums and community resources. The Museum collaborates with contemporary artists on an ongoing basis 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 and will be celebrating 35 years in San Diego and 10 years downtown in 2018.

To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org)

**ABOUT JOEY'S WINGS (PLEASE REVIEW – PULLED FROM WEBSITE)**

Joey's Wings Foundation, a 501c3 non-profit charity, was established in 2014 in the memory of Joey Xu, who was taken from us by childhood cancer on Nov. 26, 2014. Joey was diagnosed with xp11.2 translocation renal cell carcinoma, a rare but aggressive cancer, which has no standard treatment protocol. The Joey's Wings Foundation's mission is to fund research that focuses on kidney cancers affecting children and young adults and to raise awareness and provide support to families affected by childhood cancer. The foundation is supported by an active Board of Directors operating solely on a volunteer basis. 100% of all donations are used to fund research and treatment options, patient care and advocacy for developing less toxic therapies to treat kidney cancer among children and young adults.

To learn more about Joey's Wings and to learn more about how you can contribute to the project, please visit [www.joeywings.org](http://www.joeywings.org).