



the new children's museum™

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## MEDIA ALERT

### The New Children's Museum Celebrates 2,000,000<sup>TH</sup> Visitor

*After 14-Month Pandemic Closure, Museum hits milestone*

**SAN DIEGO – July 9, 2021** – The New Children’s Museum celebrated their 2 millionth visitor since its downtown opening in 2008. The 2 millionth visitor was part of a group including three parents Katie Brown, Lauren Acevedo-Smith, Rachel Acosta, and their children Ezekiel (age 4) and Edith Brown (age 6); Selah Smith (age 1); and Israel (age 11), Liliana (age 6) and Christian Acosta (age 8). All San Diego educators, the three lucky moms and their kids arrived as a group on Thursday, July 8 at 9:30 a.m. to find themselves becoming part of the Museum’s history.

Museum staff welcomed and congratulated the families with streamers and noisemakers. All three families were presented with a giant key to the Museum and a gift bag including free annual memberships to the Museum, \$25 gift certificates to the Museum store and a free lunch certificate to Bean Sprouts Café. Adorned with buttons and huge smiles, the families enjoyed a day at the Museum followed by lunch on the café’s outdoor patio.

“This would be a significant milestone under any circumstances, but especially after the extended pandemic closure,” said Kerri Fox, Deputy Director, who orchestrated the celebration today as well as the 1 millionth visitor celebration in late 2015. “Knowing that 2 million children and families have engaged with our art installations and creative programming is beyond rewarding.”

The Museum had originally planned to celebrate its 2 millionth visitor in the spring of 2020, but didn’t reach the number due to the pandemic. Since May of this year, the Museum has been reopening in phases and is currently open five days a week (Thursday-Monday) with both inside and outside activities.

[Click here for photos.](#)

#### 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. Located downtown, the Museum collaborates with contemporary artists to design and create art installations and educational

programs for children. 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. To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org) or follow them on [Facebook](#), [Instagram](#) or [Twitter](#).

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