



the new children's museum™

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THE NEW CHILDREN'S MUSEUM TO HOST "CIRCUS SPECTACULAR" GALA

Dr. Laurie Mitchell, Jennifer Luce and Dr. Ellen Moxham Chairing Event on November 5, 2022

May 19, 2022 — San Diego — The New Children's Museum will host its annual fundraising gala on Saturday, November 5, 2022. The downtown museum has earned a reputation for engaging and interactive galas, and **Circus Spectacular** is shaping up to be their most creative yet. This year's event is chaired by community philanthropists and long-time museum supporters Dr. Laurie Mitchell, Jennifer Luce and Dr. Ellen Moxham. Along with the volunteer gala committee, the Chairs hope to raise \$500K at **Circus Spectacular** to support a wide range of programs that provide access to the Museum at little to no cost.

"The New Children's Museum is a vitally important institution in San Diego, introducing our community to the power of art in engaging and approachable ways," said Dr. Laurie Mitchell, Co-Chair and one of the Museum's founding Board members. "We are raising funds to enable children and families from all over San Diego to access our educational and creative programming, regardless of their life circumstances."

Each year the Museum transforms its multi-level Rob Quigley-designed contemporary building into a vibrant, club-like atmosphere, while showcasing their immersive art and playscapes. Gala guests will have free rein inside the 50,000-square-foot Museum and be encouraged to play in the installations, including sliding down the 40-foot slide of *El Más Allá* (Panca), climbing up into the room-sized crocheted *Whammock!* (Toshiko Horiuchi MacAdam) and engaging in a magical theater experience in *Teatro Piñata* (David Reynoso).

"Community engagement is core to the Museum's mission and **Circus Spectacular** will help provide the much-needed support to keep our programs going," said Elizabeth Yang-Hellewell, Executive Director and CEO of The New Children's Museum. "The funds we raise will help expand our reach deeper into the community and enable us to welcome more people to immerse themselves in art and play."

To build on the "greatest show on earth" theme, Island Avenue in front of the Museum will serve as the colorful "big top" with a fair-inspired midway complete with Ferris wheel, food, cocktails, engaging games and booths. Guests will be dazzled and delighted by performances both inside and outside the Museum, including feats of strength and fortune tellers.

There will be a pre-event reception for the Gala Honorary Committee and VIP ticket holders, including the opportunity to be among the first to ride the Ferris wheel and experience exclusive performances.

“Playful costumes have long been a hallmark of The New Children's Museum galas and part of what makes our events so much fun,” added Dr. Laurie Mitchell. “While dressing up is always optional, we anticipate our guests will express their creativity with circus and carnival-inspired attire.”

Circus Spectacular is raising funds for the Museum’s many access programs, which enable children and families to experience art and the creative process at little to no cost. Forgoing a live or silent auction, the Museum will have multiple opportunities for gala guests to “fund a need” via an art show, games and onsite donations.

Circus Spectacular Event Details

- Date: Saturday November 5, 2022
- Time: Main event 6-11pm (6-7:30pm VIP Reception)
- Location: The New Children’s Museum, 200 W. Island Avenue, San Diego
- Ticket pricing
 - \$150 Main Event (per person)
 - \$350 VIP Event (per person)
 - \$1,500 Honorary Committee (per couple)
 - Troupes of 10 are also available for General (\$1,250) and VIP (\$1,325) tickets
- Website: thinkplaycreate.org/circus-spectacular

About the Gala Chairs

Laurie Mitchell

Laurie Mitchell, MD, is a pediatrician who has worked in community clinics in East County San Diego over the past 20 years. She has also been an advocate of the arts and of their important role in childhood development and education. Serving on The New Children’s Museum Board over the past 15 years, she has taken on numerous roles from Board Chair to former Gala Co-Chair for the Superheroes Ball. She has also served as an Arts Commissioner for the City of San Diego from 2008-2016. She and her husband, Brent Woods, have raised three children in San Diego and are grateful to be able to support causes that enrich San Diego for all.

Jennifer Luce

Jennifer Luce, FAIA, is the principal and founder of [LUCE et studio](http://LUCEetstudio.com), a collaborative studio that practices at the intersection of architecture, art and design. Commissions include projects for museums, corporate design firms, boutique hotels, civic institutions, colleges, and private residential clients. A Canadian-born and trained architect, Jennifer began her career winning an international design competition for the Center for Innovative Technology, Washington DC, shortly after graduating from Carleton University, Ottawa. She received her Master of Design Studies from Harvard University, is an IAA (International Academy of Architects) Professor and has the academic position of Lecturer at Stanford University. She is a Board member for Art of Elan and Co-Chair of the Monterey Design Conference. Jennifer’s award-winning studio has

been featured in *The New York Times*, *Fast Company* and *Architectural Record* amongst numerous other publications. Jennifer resides in San Diego.

Ellen Moxham

Ellen G. Moxham, PhD, is a licensed clinical psychologist and community philanthropist. Dr. Moxham has served in a variety of capacities for philanthropic organizations throughout San Diego focusing on programs that address scientific research and education, mental health, children's causes and homelessness. Her involvement includes Rady Children's Hospital, where she serves on their Campaign Steering Committee and has served as Chairman of the Charity Ball; the YMCA of San Diego County, where she was awarded the Golden Triangle Award; The Salvation Army, where she was recognized as a Woman of Dedication in 2021; Vista Hill Foundation, where she chaired the 2021 Council on Mental Health Luncheon; and the Wednesday Club. She has also been actively involved with the Achievement Rewards for College Scientists (ARCS) San Diego Chapter for several years, where she has led initiatives to build relationships with the Chapter's four academic institutions, Scripps Research, SDSU, UC San Diego and USD and the ARCS Scholars at these institutions. Dr. Moxham, a native of Viking, Alberta, Canada, resides in San Diego with her husband Jim Moxham.

[Link to Photos Here](#)

- Circus Spectacular Chairs: Dr. Laurie Mitchell, Jennifer Luce and Dr. Ellen Moxham
- Individual Chair photos
- 2019 Gala Photo

All photos credited to David Hartig

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. In addition to the downtown San Diego location, the Museum has a satellite location called the Art + Play Space in Del Mar. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#), [Instagram](#) or [Twitter](#).