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U.S. Bank Funds Free Visits to The New Children's Museum ***\$105,000 Multi-Year Grant Supports Museum Access***

SAN DIEGO – November 1, 2022 – The New Children's Museum has been awarded a three-year \$105,000 grant from U.S. Bank to help fund visits to the Museum through a wide array of access programs. The fifth largest banking institution in America and the San Diego arts-based children's museum have a long-running partnership and a shared commitment to remove barriers to entry and participation in arts and culture, including the price of admission.

“Through our Community Possible Grant Program, we partner with organizations that focus on economic and workforce advancement, safe and affordable housing and communities connected through arts and culture,” said Erica Opstad, senior vice president and head of community affairs and managing director of the U.S. Bank Foundation, and The New Children's Museum board member. “Working with The New Children's Museum, it is our goal to allow more children and families to be introduced to art – and experience art – in meaningful ways.”

The funding from U.S. Bank supports the Museum's multiple access programs, including:

- **Summer Camps:** U.S. Bank will fund 12 camp scholarships each year for three years, allowing children from low-income families to attend the Museum's week-long arts-based day camps.
- **Social Service Organization Visits:** Children and families utilizing San Diego social service organizations serving children coping with abuse, homelessness, domestic violence, illness, and disabilities are part of a program that includes group visits, special workshops, free admission and other programming, including Mass Creativity Day, a free annual festival which celebrates these partnerships at the Museum.
- **Museums for All:** This program allows families receiving federal assistance through Supplemental Nutrition Assistance Program (SNAP) and Women, Infants, and Children (WIC) programs admission to the Museum for just \$2/person and the ability to purchase annual memberships for \$40.

- **Title I School Visits:** Title I is a federal education program that supports low-income students, as determined by the number of students who qualify for free or reduced lunch. Through the Museum’s access programs, students from Title I schools come for field trips at no cost to them.
- **Accessibility Mornings:** Free access for families in need of a sensory-friendly experience.
- **Discover & Go Library Program:** Offers San Diego Public Library cardholders a free pass to visit the museum.
- **Military:** The Museum provides active-duty military and their families free admission from Armed Forces Day through Labor Day through the national Blue Star Museums program. The Museum also provides discounted military admission throughout the remainder of the year.

“The New Children’s Museum has made a firm commitment to developing increasingly more diverse, equitable, inclusive and accessible experiences and opportunities for communities inside and outside of the museum. We believe that all children should have access to art, play and the creative process, regardless of their circumstances,” said Elizabeth Yang-Hellewell, Executive Director and CEO of The New Children’s Museum. “The generous funding and support U.S. Bank provides to us is critical in helping us bring families from all walks of life to the Museum.”

In addition to funding access programs, U.S. Bank employees volunteer at the Museum regularly. Recent activity includes a large group participating in Mass Creativity Day, the Museum’s long-running community engagement program, in partnership with multiple community-based organizations throughout the County.

About U.S. Bank

U.S. Bancorp, with approximately 70,000 employees and \$601 billion in assets as of September 30, 2022, is the parent company of U.S. Bank National Association. The Minneapolis-based company serves millions of customers locally, nationally and globally through a diversified mix of businesses: Consumer and Business Banking; Payment Services; Corporate & Commercial Banking; and Wealth Management and Investment Services. The company has been recognized for its approach to digital innovation, social responsibility, and customer service, including being named one of the 2022 World’s Most Ethical Companies and Fortune’s most admired superregional bank. Learn more at usbank.com/about.

About The New Children's Museum

The New Children’s Museum’s mission is to spark creativity, exploration and a sense of belonging through interactive art experiences. 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. The Museum is celebrating 40 years serving San Diego and 15 years as The New Children’s Museum downtown in 2023. To learn more, visit thinkplaycreate.org or follow them on [Facebook](#) or [Instagram](#).