



the new children's museum™

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## Joyride Bookshop to Open at The New Children's Museum

SAN DIEGO – April 12, 2023 - Young book lovers might be familiar with the colorful Joyride mobile bookshop that pops up at community fairs, parks, schools and other kid-focused nonprofit organizations and businesses. Now, founders **Katie Turner** and **Susie Horn** will have a new home at The New Children's Museum downtown.

"We believe that all children need to see themselves and others in a book," said Turner, who explained that the original concept was hatched during the pandemic.

Friends through their children, Turner and Horn turned to their youngsters for feedback and input as they crafted a mission to provide a space for all children to discover the wonder, humanity, and capacity of books created and curated just for them. They also were determined to focus on community partnerships, like the one with NCM. The Joyride Truck was a hit at the recent Mass Creativity Day held annually at the Museum.

"The focus on creativity and the arts, as well as their commitment to community nonprofits made this a valuable business partnership," explained The New Children's Museum Executive Director **Elizabeth Yang-Hellewell**. "We look forward to welcoming Joyride and working with them on unique programming, author events and of course, appearances by the Joyride Truck."

**Joyride Bookshop @ NCM** will take over the 350-ft. space on the main level of the Rob Quigley-designed building downtown. With a focus on books from independent publishers, and books created by historically resilient authors and illustrators from around the world, it will also feature unique and locally sourced art and toys. Merchandise sporting the NCM brand, as well as featured artists like PANCA and Katie Ruiz will also be on sale.

Opening is set for **May 10** with a celebration planned for **May 13**. Details to come. Hours will coincide with regular Museum hours. Member discounts will be available.

### About Joyride

With a BA in English, an MA in Arts Education, and a secondary teaching credential, Katie spent much of her career teaching AP literature and creative writing, and now runs the California chapter of Poetic Justice, a nonprofit that offers trauma-informed creative writing and arts programming to people in women's jails and prisons. Susie earned her degree in Psychology at

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SDSU and attended the University of Maryland, Baltimore County's Clinical Psychology PhD program, specializing in pediatric psychology. Her areas of interest included reducing acute pain during pediatric medical procedures, and reducing the impact of chronic pain in children experiencing a chronic illness.

Joyride Bookshop also has a storefront located in the ARTS DISTRICT Liberty Station.

### **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. In 2023, the Museum is celebrating 40 years serving San Diego and 15 years as The New Children's Museum in its downtown location. To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org) or follow them on [Facebook](#) or [Instagram](#).

Photos by Kim Valente

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