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The New Children's Museum to Host "The Magical Treehouse" Gala on October 14

Annual benefit supports access and impact programs at the downtown museum

SAN DIEGO – August 3, 2023 – The New Children's Museum will host its annual fundraising gala on Saturday, October 14, 2023. This year's theme is "The Magical Treehouse," inspired by the classic children's book series and the imaginative power of art and literacy. The gala supports the museum's many access and impact programs, making it possible for more than 30 percent of annual visitors to participate for free or at a reduced rate.

"The New Children's Museum plays a critical role in meeting the developmental, creative and community resource needs of San Diego's children and families," said Elizabeth Yang-Hellewell, Executive Director and CEO of The New Children's Museum. "Proceeds from The Magical Treehouse gala will directly benefit high-impact programs like free field trips for Title I schools, county-wide community partnerships, free summer access for military families, and new Social Emotional Learning & Art curricula for elementary schools, allowing the Museum's impact to reach beyond our physical walls."

Each year, the Museum is known for its playful fundraising events that transform the iconic Rob Quigley-designed building into a vibrant, club-like atmosphere, while showcasing the Museum's immersive art installations and playscapes. This year, gala guests will have the opportunity to explore the multi-level gallery spaces while immersing themselves in a magical storybook journey, including visits with a Lucky Dragon, a Giving Tree and a Sidewalk that NEVER Ends.

"The New Children's Museum is a place to dream, where time stops and you enter a realm of play, wonder and joy that leads to inspiration and creation," said Gala Chair Wendi McKenna. "Our gala makes these transformational experiences possible for more San Diego kids and families. It's a fun opportunity for our guests to not only experience the magic of the Museum, but to contribute to its impact, locally and globally, and inspire the next generation of leaders."

The evening event will feature music, food, entertainment, art installations, a live auction and more. Costumes, while optional, are a long-time hallmark of The New Children's Museum galas. Attendees are invited to express their creativity by dressing up as their favorite literary characters.

The Magical Treehouse Event Details:

- **Date:** Saturday, October 14, 2023
- **Time:** Main Event 6 – 11 p.m. (VIP Reception 6 – 7:30 p.m.)

- **Location:** The New Children’s Museum, 200 W. Island Avenue, San Diego
- **Ticket Pricing:**
 - \$200 Main Event (per person)
 - \$400 VIP (per person)
 - \$1,500 Honorary Committee (per couple)
 - Groups of 10 are also available for General (\$1,500) and VIP (\$3,5) tickets

- **Website:**

<https://thinkplaycreate.org/learn/ticketed-events/annual-benefit/magical-treehouse/>

Photos from past galas are available for download [here](#). (Photo Credit: The New Children’s Museum.)

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 or follow them on [Facebook](#) or [Instagram](#).

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