

**NCM Media Contact**

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MEDIA ALERT**The New Children's Museum Celebrates 12th Annual Mass Creativity Day**

A free outdoor festival of art, creativity and community in the Museum Park and Museum

SAN DIEGO, CA – June 10, 2024 - The New Children's Museum (NCM) in downtown San Diego is hosting its 12th annual Mass Creativity Day on Saturday, June 22, 2024, from 9:00 am - 3:00 pm. Mass Creativity Day is a celebration of art, creativity, and community with live performances, family-friendly art-making activities, food, and **free admission to The New Children's Museum all day.**

Mass Creativity Day is the culminating event of the Museum's signature [Mass Creativity outreach program](#) that held free art-making workshops at seven different community centers throughout San Diego County in May. This year, the participating community organizations include Barrio Logan College Institute, Casa Familiar, City Heights Weingart Public Library, SBCS, Skyline Hills Public Library, Solutions for Change, and Voices for Children.

In collaboration with renowned artist Chelle Barbour (she/her), this year's Mass Creativity program theme is *Gifts for the Future*, which draws inspiration from the life and legacy of Octavia E. Butler and the Museum's latest exhibit, [Octavia E. Butler: Seeding Futures](#).

Mass Creativity Day will include performances by Naruwan Taiko, a Community Get Down by Norma Ovalle, a colorful parade by Animal Cracker Conspiracy, and a performance by TranscendANCE.

Other activities include a storytime with Joy Jones, tree for littles art activity, a book swap and appearance by Joyride Bookshop, food trucks, and community partner booths. Island Avenue in front of the Museum will be closed to traffic for the festivities.

WHO The New Children's Museum

WHAT Mass Creativity Day – outdoor festival of art, creativity and community

WHERE Museum Park, 200 W. Island Avenue (across from Museum) San Diego

WHEN Saturday, June 22, 9am-3pm

“We are beyond excited to invite the community to celebrate with us on Mass Creativity Day. It’s a day to honor the creativity, imagination, and cultural richness of our diverse community,” said Elizabeth Yang-Hellewell (she/her), Executive Director + CEO at The New Children’s Museum. “This event embodies the spirit of togetherness and artistic expression that Octavia E. Butler’s legacy inspires.”

The event is free, open to all ages, and does not require registration or an RSVP.

Funding for our Mass Creativity program is provided in part by Prebys Foundation, The Getty Foundation, the Law Offices of Snell & Wilmer, First 5 San Diego, and Dr. Mary and Mr. Lawrence Taylor. This program is also supported in part by funders of the Museum’s access and community programs including the City of San Diego through the Commission for Arts and Culture and U.S. Bank.

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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 celebrated 40 years serving San Diego and 15 years as The New Children’s Museum in its downtown location, welcoming almost 300,000 visitors through its doors. To learn more, visit thinkplaycreate.org or follow the Museum on [Facebook](#) or [Instagram](#).