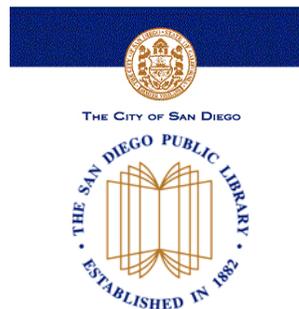




the new children's museum

media alert



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THE NEW CHILDREN'S MUSEUM PARTNERS WITH SAN DIEGO PUBLIC LIBRARY TO OFFER FREE FAMILY ADMISSION

“Check Out The New Children’s Museum” Now Available at Every Library in the City of San Diego

February 17, 2009—San Diego—The New Children's Museum (NCM) is proud to launch “Check Out The New Children's Museum” in partnership with San Diego Public Library. This innovative program provides area families unlimited access to the Museum, with circulating membership cards available for check out at each city library branch.

When library patrons check out a NCM membership card at a branch library, they receive full membership benefits at the Museum. This includes free admission to the galleries for up to two adults and all children in the household, hands-on art projects in the studios, as well as discounts at the café and store.

“The purpose of the program is to make the Museum accessible to the widest possible audience by eliminating price as a barrier,” said Rachel Teagle, Executive Director of the Museum. “The New Children's Museum and San Diego Public Library share a commitment to educating children and families, and to providing San Diego's downtown with vibrant community resources, and we're thrilled to partner on this unique effort.”

“Creative partnerships like this are particularly important during these tough economic times,” said Deborah Barrow, San Diego Public Library Director. “Families are increasingly turning to their libraries for free resources, cultural connections and recreational opportunities. The chance to Check Out The New Children's Museum will open a whole new world of creative exploration for the young and those who are young at heart.”

(more)

The Central Library and each of the 35 branch libraries in the City of San Diego will have two circulating NCM memberships available for checkout, beginning February 2. In addition to providing posters at branch libraries, the Museum has also designated a website (www.checkoutncm.org) to further promote the partnership, and will be developing content for it in the coming months. "Check Out The New Children's Museum" is made possible by generous support from Ford Motor Company Fund and Qualcomm.

ABOUT SAN DIEGO PUBLIC LIBRARY

San Diego Public Library, which is the largest library system in the region, serves a population of more than 1.3 million people. Its mission is to inspire lifelong learning through connections to knowledge and each other. For more about the San Diego Public Library, please see <http://www.sandiegolibrary.org>.

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that celebrates children and the visual arts. A non-profit institution funded by memberships and community support, the Museum empowers children to think, play and create with participatory exhibitions, hands-on studio opportunities, and in-depth classroom experiences.

Since opening a new downtown facility in May 2008, The New Children's Museum has been warmly embraced by the community, serving more than 129,000 visitors in the first eight months of operation. Designed by San Diego architect Rob Wellington Quigley, the environmentally sustainable building is one of the first "green" museums in California. To learn more or become a Museum member, visit www.thinkplaycreate.org or call 619.233.8792

Made possible with generous support from



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