



the new children's museum

news release

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PARTY LIKE A ROCK STAR AND CHANGE KIDS' LIVES AT THE NEW CHILDREN'S MUSEUM'S 2010 GALA, AUGUST 21

Benefit will feature a concert with Third Eye Blind and an exclusive after-party at Hard Rock Hotel San Diego

June 21, 2010 — San Diego — On Saturday, August 21, The New Children's Museum will hold its 3rd annual gala, Party Animals!, benefitting arts education and San Diego's neediest kids. This dynamic, action-packed event includes live performances with Third Eye Blind and Get Back Loretta, decadent cuisine from San Diego's leading culinary artists, and unique activities designed to unleash your inner rock star. Co-chairs Celeste and Ted Hilling have created an unforgettable evening that offers guests a one-of-a-kind experience, with an opportunity to party with a purpose!

"Every day NCM provides free educational opportunities to children from San Diego's neediest schools. The Museum delivers the enriching experiences schools can no longer offer," said Museum Executive Director Rachel Teagle. "From the arts education curriculum to the paint and clay we give away for free, NCM encourages school children to think, play, and create in new ways."

As gala co-chair and board member Celeste Hilling explains, "As school budgets shrink, kids continue to miss out on opportunities that will enable them to thrive in the future. The New Children's Museum fills the gap in arts education by making immediate impact in the community."

Last year's gala empowered NCM to welcome one out of every five visitors free of charge. For the 2010–2011 school year, NCM wants to grow its school program by 63% in order to serve 25,000 students. Party Animals! can make this ambitious goal a reality. By purchasing a table, golden ticket, or live auction item, raising a paddle, or providing underwriting support—guests help change children's lives. Ticket and Sponsorship details are available at thinkplaycreate.org/partyanimals. Check out the high points of the evening:

Cocktails on the Red Carpet, 5:30PM

As soon as guests arrive, they will cross the velvet ropes and be greeted by the adoring paparazzi and passionate fans. Whether wearing cutting-edge couture, ripped rocker or bootylicious sequins, each rock star gets the red carpet treatment! Attendees are encouraged to come dressed to channel their favorite rock star, or wear whatever makes them groove in the spotlight.

Culinary Star Power, 7:00PM

Inspired by the artists in NCM's current exhibition, *Animal Art*, and their commitment to conservation and sustainability, The New Children's Museum has partnered with San Diego's leading culinary artists. Andrew Spurgin of Waters Fine Catering, Jeffrey Strauss of Pamplemousse Grille, and Guiseppe Ciuffa of Giuseppe Restaurants & Fine Catering have designed a delectable meat-free menu that celebrates the region's local bounty. They too have played their part by donating the lion's share of the night's expenses!

Live Auction & Paddle Raise, 8:00PM

All rock stars will have an opportunity to provide more educational opportunities to San Diego's neediest schools through the live auction and paddle raise. Auction packages will include an instant art collection showcasing works from NCM's renowned artists, a New York Fashion Week travel package, a weekend getaway to Little Palm Island Resort & Spa in the Florida Keys, and more! Detailed information on all auction packages will be available online at thinkplaycreate.org/partyanimals in late July.

Concert with Third Eye Blind, 8:30PM

Fresh off their summer tour, Grammy nominated Third Eye Blind will play a full concert set under the stars on Island Avenue. Originally formed in the early 1990s in San Francisco and best known for their singles "Semi-Charmed Life" and "How's It Going to Be," the alternative rock band is led by Stephan Jenkins on vocals and guitar, and Brad Hargreaves on drums and percussion.

(more)

Exclusive After-Party at Hard Rock Hotel San Diego, 10PM

The New Children's Museum has partnered with its neighbors, Hard Rock Hotel San Diego, to offer a one-of-a-kind after-party featuring signature cocktails, sliders, gourmet grilled cheese, Sugar High Dessert Bar, and a performance by local indie-rock favorite, Get Back Loretta.

Party All Night Long, 1AM

Guests can continue to party on their own by booking a room at Hard Rock Hotel San Diego with a special room rate for friends of NCM. To make reservations, call the hotel directly at 866 751 7625.

Tables and Tickets

Starting at \$2,000, the All Access Backstage Pass is the ultimate VIP experience—featuring custom entertainment packages, premium seating, exclusive dinner menu, luxury transportation, personal concierge, and private party with Third Eye Blind. Green room access limited to the first 30 VIPs! Regular tickets for the entire evening are \$500 per ticket.

Guests can join the party without having dinner! Enjoy Third Eye Blind's concert and hosted bar, plus the after-party at Hard Rock Hotel San Diego featuring Get Back Loretta for \$195 per ticket (\$150 NCM members). At \$1,200, the Band Groupie and After-Partier VIP package for 4 includes transportation between venues, reserved after-party seating and bottle service.

SPONSORS

The New Children's Museum 2010 Gala, Party Animals!, is generously sponsored by Skin Authority and Hard Rock Hotel San Diego. Additional support is provided by Irving Hughes, Becky Moores, Spark, BBC, Giuseppe Restaurants & Fine Catering, Pamplemousse Grille, and Waters Fine Catering. Media sponsors include Clear Channel, *San Diego Magazine*, and KPRI.

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ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that celebrates children and the arts. A non-profit institution funded by admission, membership, and community support, the Museum empowers children to think, play and create with participatory exhibitions, engaging art-making activities, captivating artistic performances, and in-depth educational opportunities. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. Designed by local architect Rob Wellington Quigley, the environmentally sustainable building is one of the first "green" museums in California and has become one of the most talked about venues in downtown San Diego. To learn more, visit thinkplaycreate.org.