



the new children's museum

## news release

**For immediate release**

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### **THE NEW CHILDREN'S MUSEUM COMMEMORATES THIRD ANNIVERSARY WITH BIRTHDAY BASH**

*May 7 family concert showcases performances by local sensation Rockola and School of Rock*

April 19, 2011 — San Diego — [The New Children's Museum](#) invites children and families to celebrate the Museum's third anniversary with a [Birthday Bash](#) featuring a concert with Rockola and School of Rock on Saturday, May 7, from 12PM–4PM. Additionally, special birthday inspired activities and hands-on art making will take place throughout the day. Festivities are free with Museum admission.

NCM [members](#) get the VIP treatment with birthday cake, special party projects, and an exclusive hands-on workshop with San Diego based artist Ingram Ober before the concert, from 10AM–12PM. His work, *The Green Century/Re-Cycle*, is a new artwork on view through June.

25 years after the opening of the original La Jolla location in 1983, The New Children's Museum reinvented itself and opened a new state-of-the-art facility dedicated to the arts in May of 2008. Warmly embraced by the community, NCM has since served over 490,000 children and families throughout the region. The world-class museum continues making art approachable and providing San Diego youth with inventive art experiences designed to stimulate imagination, inquisitiveness, and innovative thinking.

"We are thrilled to have [ScholarShare College Savings Plan](#) support our Birthday Bash as the lead corporate sponsor because they share our commitment to education, ensuring that every child in San Diego County has access to the arts," states museum executive director Rachel Teagle. "Community support enables The New Children's Museum to continue delivering one-of-a-kind programs that allow families to explore creativity and arts of the highest quality together. As we commemorate our third anniversary, we celebrate the spark of imagination within each of us."

"The New Children's Museum is a wonderful place for children to explore and experience art," said Zeny Agullana, executive director of the ScholarShare Investment Board. "Getting kids interested in art helps build their creativity and motivate them to pursue a lifetime of learning."

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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 admissions, memberships, and community support, the Museum empowers children to think, play and create through 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. To learn more, visit [thinkplaycreate.org](http://thinkplaycreate.org).