



news release

For immediate release

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THE NEW CHILDREN'S MUSEUM SAMBAS FOR A PURPOSE AT 2011 GALA, AUGUST 27

'Carnaval do Rio' will feature a Brazilian parade and authentic cultural performances

July 7, 2011 — San Diego — On Saturday, August 27, philanthropists, community leaders, and education enthusiasts will join forces in a celebration of Brazilian culture and spirit at The New Children's Museum's fourth annual benefit gala, "[Carnaval do Rio](#)." Guests will be transported to the streets of Rio de Janeiro for the stunning sights, sensuous sounds, and fresh flavors of Brazil. Funds raised will ensure every student has access to the arts, including San Diego's most underserved kids.

Honorary chairs Olivia & Peter Farrell and event chairs Lisette & Michael Farrell invite guests to "get dazzled, feathered, and fired-up at the most amazing celebration north of the equator." Featuring energizing Brazilian entertainment and authentic performances of Capoeira, Maculele, Bossa Nova, and Forro all night long, the evening will be a rich explosion of the senses.

"The New Children's Museum nurtures imagination and creativity in the lives of school kids throughout the region, including San Diego's most in need," states NCM Executive Director Rachel Teagle. "As arts education disappears from public schools, we need the community's help to ensure that the museum fills the gap. Every student deserves and needs access to the arts."

Proceeds from "Carnaval do Rio" support free visits for every child in a disadvantaged school, free art-making opportunities and take-home projects, and free turn-key projects and materials for every visiting educator.

"The Farrell Family Foundation sponsors a program where Title 1 school children are provided free admission to experience the museum's dynamic educational programs and to inspire the next generation of innovative thinkers," explains Michael Farrell, president of ResMed Americas and co-chair of the 2011 museum gala. "'Carnaval do Rio' will allow the museum to enhance its educational programs and positively impact the lives of students across San Diego—let's spark imagination in every child!"

Event highlights:

6PM, Caipirinha Cocktails

Sample the steps of the sexy samba or pose for the paparazzi. Brazil's signature cocktails and street fare along with music, dance and prime photo-ops. Fruit and feathers optional! Whether guests debut a lavish headdress or keep it fun and festive, each has a chance to showcase their individuality.

7PM, Brazilian Churrascaria

A feast for the senses — rodizio style! Under the stars, VIP guests enjoy a selection of succulent meats carved at the table, creating a truly authentic Brazilian dining experience.

8:30PM, Live Auction & Paddle Raise

Give back with flare by bidding on sultry getaways or supporting museum educational programs.

9PM, Carnaval Parade

Dazzling street performances and authentic costumes — a Brazilian spectacular! Guests celebrate the night through a rich explosion of music, dance, and spirit.

10PM, Club Copacabana

The party continues at Club Copacabana with decadent desserts and dancing. The night's not over until guests show off their sexy dance moves.

“Carnaval do Rio” is made possible by generous support from the Farrell Family Foundation, ResMed, Hughes Marino, and Sycuan. Additional support is provided by US Bank, Torrey Pines Bank, Competitor Group, Cooley LLP, and M Squared Consulting. Media sponsors include KPBS, *Giving Back Magazine*, Univision KBNT, Telemundo XHAS, myTV13 XDTV, XEWT Televisa, 102.1 KPRI, 105.7 The Walrus, and *San Diego Magazine*. In-kind support is provided by Eyemotive, Best Beverage Catering, Blue Ice Vodka, Cabana Cachaça, Country Wine & Spirits, Pacific Event Productions, Patron, Sambazon, SmartWater, Sol E Mar, Stone Brewing Co., Vix Swimwear, Waters Fine Catering, and WestAmerica Graphics.

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ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that provides inventive and engaging art experiences that are meaningful to children and families. NCM brings families together in a rich educational environment that fosters creativity — blending elements of art museum, children's museum, and community center.

A non-profit institution funded by admissions, memberships, and community support, the Museum stimulates imagination, inquisitiveness and innovative thinking by exhibiting participatory works of art by contemporary artists and providing a venue for art making and play. 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/pressroom.