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## **NEWS RELEASE**

For Immediate Release

### **WORDS ALIVE AND THE NEW CHILDREN'S MUSEUM PRESENT STORY TIME**

*Recent Collaboration Provides Interactive Family Story Time Twice a Month*

**San Diego-**(June 22, 2010)- Local literacy advocacy organization Words Alive and The New Children's Museum kicked off their Family Storytime program at the museum on Saturday, June 5, 2010. This engaging, educational enrichment program will be offered the first and third Saturday of every month through November, 2010. At Family Storytime, children and their families listen to trained volunteers read children's books specially chosen to highlight the artist of the month's interactive installation at the museum.

"The New Children's Museum is a perfect place for a literacy program designed to spread a love of reading," said Amanda Bonds, Program Coordinator, Words Alive. "By listening to stories that help patrons connect to the environment around them, they not only fall into the world of the story, they also experience the museum in an increasingly imaginative way."

The one of a kind experience provided by The New Children's Museum stems from its approachable exhibits that encourage toddlers through teens to think, play and create directly with the art installations. By partnering with Words Alive, the two organizations add a literacy component to the educational and visually stimulating atmosphere at The New Children's Museum.

During the month of June, Family Storytime is tailored to compliment Allison Wiese's art installation "Barn Dance." Family Storytime takes place directly inside the pint size barn at the heart of the exhibit and offers stories highlighting barnyard animals.

Story Time at The New Children's Museum takes place at 11:00 - 11:30 a.m. every first and third Saturday each month through November. The New Children's Museum is located in downtown San Diego at 200 West Island Ave. Family Storytime is included in the cost of museum admission.

### **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 [www.thinkplaycreate.org](http://www.thinkplaycreate.org).

### **About Words Alive**

Founded in 1999, Words Alive is a non-profit organization that helps underserved, low-income, at-risk children, teens and adults discover how books can add meaning to their lives. Instead of teaching the skill of reading, Words Alive engages its program participants in the joy of reading with innovative programs and initiatives with the goal of creating lifelong readers and learners. For more information about Words Alive, its programs, volunteer opportunities, annual Authors Luncheon and giving opportunities, please contact Kamie Cicinelli, executive director, at (858) 274-9673, [kamie@wordsalive.org](mailto:kamie@wordsalive.org) or access our website at [www.wordsalive.org](http://www.wordsalive.org).

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