



Contact: Cathy Barragan, Marketing and Public Relations Manager
Children's Creativity Museum
221 Fourth Street, San Francisco, CA 94103
415.820.3356 | cbarragan@creativity.org
www.creativity.org

**Deanie Dempsey, Blue Star Families, and the National Endowment for the Arts
Welcome Military Families to the Children's Creativity Museum**

*The Children's Creativity Museum joins more than 1,800 museums across America
to offer free admission to military personnel and their families this summer.*

[San Francisco, CA – July 18, 2012] – Join Deanie Dempsey, wife of Chairman of the Joint Chief of Staff Gen. Martin Dempsey, at the Children's Creativity Museum for a meet-and-greet event on July 27, 2012 from 10:00 to 11:30am. The event begins in the Theater at the Children's Creativity Museum with opening remarks and photo opportunities. Families are invited to stay for light refreshments and a tour of the museum before having a chance to enjoy the exhibits.

This summer the Children's Creativity Museum announced their participation in Blue Star Museums, a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense to offer free admission to all active duty military personnel and their families through Labor Day 2012. Leadership support has been provided by MetLife Foundation through Blue Star Families. The complete list of participating museums is available at www.arts.gov/bluestarmuseums.

"The Children's Creativity Museum is honored to partner with Blue Star Museums and the National Endowment of the Arts to make our interactive experience accessible to our servicemembers and their families," said Interim Executive Director Michael Nobleza. "We look forward to inspiring families to connect in meaningful ways through our hands-on, multimedia arts and technology offerings."

"Through Blue Star Museums, the arts community is extending a special invitation to military families to enjoy over 1,800 museums this summer," said NEA Chairman Rocco Landesman. "This is both an opportunity to thank military families for their service and sacrifice, as well as a chance to create connections between museums and these families that will continue throughout the year. Especially for families with limited time together, those on a limited budget, and ones that have to relocate frequently, Blue Star Museums offers an opportunity to enjoy one another and become more fully integrated into a community."

"As we enter the third consecutive year of the Blue Star Museums program, we are happy provide an opportunity for our nation's service members and their families to connect with our

national treasures,” said Blue Star Families CEO Kathy Roth-Douquet. “Through this distinctive collaboration between Blue Star Families, the National Endowment for the Arts and more than 1,800 museums across the United States, military families have an unparalleled opportunity to visit some of the country’s finest museums for free.”

This year, museums in all 50 states, the District of Columbia, Puerto Rico, and American Samoa are taking part in the initiative, including more than 300 new museums this year. The effort to recruit museums has involved the partnership efforts of the American Association of Museums, the Association of Art Museum Directors, the Association of Children’s Museums, the American Association of State and Local History, and the Association of Science-Technology Centers. This year’s Blue Star Museums represent not just fine arts museums, but also science museums, history museums, nature centers, and 70 children’s museums.

About Blue Star Museums

Blue Star Museums is a collaboration among the National Endowment for the Arts, Blue Star Families, the Department of Defense, and more than 1,800 museums across America. The program runs from Memorial Day, May 28, 2012 through Labor Day, September 3, 2012. The free admission program is available to active-duty military and their family members (military ID holder and up to five family members). Active duty military include Army, Navy, Air Force, Marines, Coast Guard, and active duty National Guard and active duty Reserve members. Some special or limited-time museum exhibits may not be included in this free admission program. For questions on particular exhibits or museums, please contact the museum directly. To find out which museums are participating, visit www.arts.gov/bluestarmuseums. The site includes a list of participating museums and a map to help with visit planning. Museums that wish to participate in Blue Star Museums may contact bluestarmuseums@arts.gov, or Wendy Clark at 202-682-5451.

This is the latest NEA program to bring quality arts programs to the military, veterans, and their families. Other NEA programs for the military have included Operation Homecoming: Writing the Wartime Experience; Great American Voices Military Base Tour; and Shakespeare in American Communities Military Base Tour.

About the Children’s Creativity Museum

The Children’s Creativity Museum is an interactive art and technology museum for kids. Our mission is to nurture the 3C’s of 21st-century skills – Creativity, Collaboration and Communication – in all youth and families. We believe that the ability to think critically, collaborate broadly, communicate effectively and generate and prototype multiple solutions, is the core of a 21st-century education.

We envision a world where creativity, collaboration and communication inspire new ideas and innovative solutions. We believe that the success of the next generation will hinge not only on what they know, but also on their ability to think and act creatively as global citizens.

The Children’s Creativity Museum is located at 221 4th Street in San Francisco, CA. The Museum is open Tuesday-Sunday from 10am- 4pm during the summer and Wednesday-Sunday from 10am-4pm during the school year. For more information, visit www.creativity.org or call 415.820.3320.

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