

Cool Culture® Brings Together 90 Museums, Schools & Parents to Ensure Low- Income Children Succeed in School

(New York, NY November 5, 2009) – Against the background of the newly renovated **Intrepid Sea, Air and Space Museum**, 90 of NYC's museums will come together with 400+ Title I schools, Child Care, Head Start and UPK programs in an initiative that gets parents actively involved in their children's education. The event will take place **Monday, November 16th from 8:30 a.m. - 4:30 p.m.** and is spearheaded by Cool Culture® at its Annual Cool Culture Fair.

In attendance will be Commissioner Fatima Shama, Mayor's Office of Immigrant Affairs; City Council Members Dominic Recchia (Chair, Arts & Cultural Committee) and David Weprin (Chair, Finance Committee) as well as Senior Program Officers from the Altman Foundation, the Brooklyn Community Foundation and the United Way of NYC. The day provides educators and parents with a one-of-a-kind one-stop-shopping experience – where they learn about the family focused exhibits and programs at each institution.

New York City's great cultural institutions draw visitors from across the globe, but are often off limits to New Yorkers of limited means. The stark reality is that over 50% of children in NYC are from low-income families. For many, the cost of visiting a museum or zoo simply would not be possible without Cool Culture.

Every day Cool Culture provides more than 50,000 families whose children are enrolled in subsidized education programs have access to free, unlimited admission to 90 of NYC's best known art and science museums, botanic gardens, historic societies and zoos. Last year, families made more than 97,000 visits to Cool Culture's 90 partner cultural institutions which include: the American Museum of Natural History, the Brooklyn Children's Museum, the Central Park Zoo, the Metropolitan Museum of Art, El Museo del Barrio, the Museum of Modern Art, the Queens Museum of Art, the Solomon R. Guggenheim Museum and the Studio Museum in Harlem.

Cool Culture is the recipient of the Union Square Arts Award in 2008, and was inducted into the Channel Thirteen / WNET and WLIW21 Community Hall of Fame in 2006. Cool Culture's innovative programming helps parents to support their children's language and cognitive development by helping them leverage top-notch educational programs available in cultural institutions throughout the 5 boroughs.

For more information about Cool Culture and the 8th Annual Cool Culture Fair, please contact Lindsay Booker at 718.230.4186 x305 lbooker@cool-culture.org or visit www.coolculture.org.

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