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Low-income Kids and Their Families to Join the Fun at this Summer's Museum Mile Festival

(New York, NY May 10, 2010) - On June 8th, Museum Mile Festival visitors will be joined by New Yorkers who seldom take advantage of the City's cultural offerings: The City's low-income families and their children. They'll be coming out to learn and share in the fun, thanks to a partnership between six kid-friendly Festival museums and Cool Culture. The 10-year-old cultural education organization, which serves 50,000 low-income New York families whose children attend city-supported preschools and kindergartens, is making sure every one of these families will feel comfortable—and excited—about attending.

In addition to the free music and performances open to all Museum Mile Festival visitors, Cool Culture families will find activities specially designed to get them excited about going to museums.

Cool Culture will set up kiosks outside each of the six partner museums. The kiosks will be manned by Cool Culture staff, volunteers and educators from partner museums, who will facilitate activities and answer families' questions. At the kiosks, the families can learn about scavenger hunts to help them look at art without feeling overwhelmed by the large collections of works.

To play the game, a family has to find a specific work of art shown on an activity card; after locating the work, Cool Culture parents do activities that help them talk about art with their kids so they can develop their burgeoning vocabularies.

"Low-income families tend not to take advantage of all the City's cultural institutions—which have so many educational resources for young children," says Cool Culture Executive Director Candice Anderson. "Whether it's because of the cost of admission, language barriers or simply a lack of experience, our parents can feel intimidated. The Museum Mile Festival, with its array of free activities, is the perfect opportunity to help our families see that culture is educational and fun!"

All of Cool Culture's partner museums are dedicated to expanding their audience and fertilizing the ground for the next generation of museum-goers, recognizing that to thrive, they must embrace, and welcome, all New Yorkers.

Cool Culture serves 50,000 low-income New York City families whose children attend subsidized preschools and kindergartens. Cool Culture encourages young children's language and cognitive development through partnerships with the City's cultural institutions, which generously provide educational programs and free admission to Cool Culture families. In 2009, Cool Culture families made more than 120,000 visits to many of our partners, including the American Museum of Natural History, the Brooklyn Children's Museum, the Metropolitan Museum of Art, the Museum of Modern Art and the Studio Museum in Harlem. Cool Culture is a member of the Channel Thirteen / WNET and WLIW21 Community Hall of Fame. It received the Union Square Arts Award in 2008.

For more information about Cool Culture and this year's Museum Mile Festival on June 8, please contact Lindsay Booker at 718.230.4186 x305 lbooker@coolculture.org or visit www.coolculture.org.

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