

## Catching the Cool in Queens

### *Cool Culture, Queens Museum of Art to Throw Free Museum Family Day for NYC Kids and Parents*

**Brooklyn, NY** – On Saturday, June 18<sup>th</sup> from 12-4pm, Cool Culture, the New York-based non-profit that makes NYC's art world accessible to over 50,000 lower-income families, will team up with the Queens Museum of Art (QMA) to present *Catch the Cool*, a day of free family programs at the museum. Invitees to the event include 50,000 families that participate in Cool Culture and the general public; over 3,000 kids and parents are expected to attend.

Families at *Catch the Cool* will attend art making workshops, tour QMA's galleries, and embark on an art scavenger hunt as well as outdoor art activities in Flushing Meadows Corona Park.

The *Catch the Cool* free family day is an annual summer kick-off event hosted for Cool Culture families. For families who have yet to make a visit to a museum, *Catch the Cool* is an easy access point to NYC's cultural institutions. The event provides a structured museum experience that includes family programs, trained family educators, and Spanish- and Mandarin-speaking volunteers, and helps families to feel comfortable in new surroundings. Visitors can enjoy the museum instead of feeling intimidated or worrying about whether their family will have fun. The event also provides families with a chance to spend time making art outdoors in Flushing Meadows Corona Park, where QMA is located; bringing a picnic lunch is encouraged. Cool Culture and QMA will also provide a lending library to entertain families while they enjoy the park.

"We encourage families to join us and experience the offerings of the Queens Museum; we know that after attending *Catch the Cool*, families will be energized about making more museum visits," says Candice Anderson, Executive Director of Cool Culture.

Cool Culture's family programs are a joint venture with partner cultural institutions; previous events at The Studio Museum in Harlem and at El Museo del Barrio/Museum Mile have brought out over 5,000 children and parents, many of whom had never visited the museums.

Cool Culture will also distribute their unique art scavenger hunt cards (Cool Culture Hunt Cards) which send kids and parents on a search for art objects through QMA's galleries. "The great thing is that the cards feature activities that help parents turn looking at art into a meaningful educational experience," explains Barbara Palley, Education Manager at Cool Culture. "Parents with very little museum experience have the resources to guide their child through an educational and fun experience in front of a piece of artwork."

To learn more about *Catch the Cool*, Cool Culture, or the Queens Museum of Art, contact Lindsay Booker at 718.230.4186 x305, [lbooker@coolculture.org](mailto:lbooker@coolculture.org) or visit [www.coolculture.org](http://www.coolculture.org).

### **About Cool Culture**

Cool Culture serves 50,000 low-income New York City families whose children attend subsidized child care, Head Start 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.

Last year, Cool Culture families made more than 180,000 visits to many of the 90 cultural partners, including the American Museum of Natural History, The Studio Museum in Harlem, The Brooklyn Museum, the Museum of Modern Art and the Queens Museum of Art.

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.

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