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CONTACT: NAME, PHONE

Cool Culture Redesigns its Family Time Newsletter as part of its “Arts Education for Everyone” Campaign

(New York, NY, December 22, 2008) – Cool Culture is delighted to be able to make its redesigned *Family Time* newsletter and its new *e-Family Time* e-zine resources available to an even broader range of NYC children's families via its website as part of its **Arts Education for Everyone Campaign**. The campaign is designed to inspire Cool Culture's community of 50,000 families to access New York City's arts, science and historic institutions, and steward their children's love of learning through the arts.



- **e-Family Time is Cool Culture's monthly e-zine.** Launched in September, Cool Culture families automatically receive a subscription; and *e-Family Time* is **available to any family that signs up on our website, www.coolculture.org.**
- **Cool Culture's newly redesigned quarterly publication, *Family Time*, now includes two feature articles.** The first follows a Cool Culture family making a cultural excursion, the second highlights a single cultural institution's family focused programming, and encourages families to make a visit. The publication includes a calendar of family focused events, **and is downloadable on the web in English, Spanish and Chinese.**

Founded in 1999, Cool Culture helps families in low-income households to access and enjoy NYC's cultural life in order to provide educational experiences for their children and to strengthen parents' capacity to serve as their child's first educator.

In order to overcome the financial, informational, and perceptual obstacles that prevent them from taking advantage of the educational resources provided by NYC's cultural institutions, Cool Culture's **Family Pass** program entitles families with children in targeted schools to unlimited free visitation to 80 of NYC's finest cultural institutions.

Cool Culture accomplishes this goal by linking NYC's cultural institutions with early childhood educational programs – child care, Head Start, Universal Pre-Kindergarten, Even Start and LYFE – that provide subsidized education and care to children and families in low-income households.

Cool Culture's programs currently serve 50,000 families enrolled in 500 early childhood education programs throughout the five boroughs, annually; and it has developed partnerships with 80 of the City's best-known cultural institutions, including the Asian American Arts Centre, the American Museum of Natural History, the Brooklyn Botanic Garden, the Central Park Zoo, the Children's Museum of Manhattan, the Metropolitan Museum of Art, the Morris-Jumel Mansion, El Museo del Barrio, the Museum of Modern Art, the Noguchi Museum, and the Studio Museum in Harlem.

Research shows that family involvement in learning is a predictor of a child's academic achievement. The subsequent achievement gap between middle-class children and those living in poverty begins before children enter preschool. Cool Culture, in partnership with its innovating educators and cultural institutions, helps parents to fill this gap.

In 2006, Cool Culture was inducted into the Channel Thirteen / WNET and WLIW21 Community Hall of Fame. In 2008, Cool Culture is the recipient of the Union Square Arts Award.

For more information about Cool Culture and its *Arts Education for Everyone Campaign*, please contact NAME and PHONE or visit www.coolculture.org.

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