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## **Cool Culture Brings Preschool Educators and Museum Professionals Together at the American Museum of Natural History to Strengthen Family Engagement**

**New York, NY November 25, 2010** – On November 8<sup>th</sup>, over 600 New York City early educators and museum professionals gathered for the 9<sup>th</sup> Annual Cool Culture Fair, hosted at the American Museum of Natural History. Educators and museum representatives developed methods to energize the tens of thousands of New York City families participating in Cool Culture this year.

Cool Culture provides free museum admission for 50,000 low-income New York families, many who have yet to make a museum visit, whose children attend city-supported preschools and kindergartens. This year's Fair set out to address ways for educators to turnkey to help families support children's development through educational family visits to museums.

Attendees explored strategies to help parents use arts and culture to support their child's early learning, and liaised with museum representatives from over 45 museums; including the Solomon R. Guggenheim Museum, the Noguchi Museum and Brooklyn Botanic Garden.

A luncheon hosted at the event was attended by New York City Council Member Robert Jackson (District 7) and staff from NYC Council's Committee on Cultural Affairs.

"Cool Culture Fair is unique in that it brings together cultural institutions and preschool programs that have made an unparalleled commitment to support economically disadvantaged children and their families," said Candice Anderson, Executive Director of Cool Culture. "Working together with these program partners, Cool Culture is providing resources parents need to prepare their children for success in school, and later life."

Cool Culture Fair supports the work of preschool educators, and Cool Culture partner museums, to ensure that lower-income parents feel welcomed and well informed about the rich educational and cultural offerings this city's museums have to offer young children.

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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. Last year, Cool Culture families made more than 160,000 visits to 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, please contact Lindsay Booker at 718.230.4186 x305 [lbooker@coolculture.org](mailto:lbooker@coolculture.org) or visit [www.coolculture.org](http://www.coolculture.org).

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