



CHILDREN'S DISCOVERY MUSEUM OF SAN JOSE AWARDED MAJOR FUNDING FOR ASIAN CULTURE EXHIBIT SERIES

*The Freeman Foundation Supports Association of Children's Museums
to Build on Successful Learning Initiative*

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SAN JOSE, CA — Children's Discovery Museum of San Jose has been awarded \$937,000 to create a traveling exhibition that promotes understanding of Vietnamese culture among families and their children throughout the country.

In a highly competitive national initiative, The Freeman Foundation Asian Culture Exhibit Series (FFACES) has selected five children's museums to create traveling exhibits, each focused on a specific East or Southeast Asian culture. After opening at their home museum for six months, the exhibits will travel to eight additional children's museums—at least forty venues total—reaching more than two million visitors. Approximately \$4.2 million will be distributed to children's museums producing the new exhibits and \$600,000 will support children's museums that host the exhibits during a national tour set to launch in November 2014.

The Freeman Foundation Asian Culture Exhibit Series is funded by The Freeman Foundation and administered by Association of Children's Museums. "Providing opportunities to learn about other cultures at a young age is an important way in which children's museums enrich families' lives," explains Gail Ringel, project director for FFACES. "These exhibits prepare children to function in a culturally diverse country and a globally connected world."

Children's Discovery Museum of San Jose will produce *Squash, Crab, Fish, Tiger: Celebrating the Vietnamese New Year*, an exhibition showcasing traditions, customs and values exemplified by the annual Vietnamese celebration of Tet. Through 1,500 square feet of interactive exhibits, families will immerse themselves in Vietnamese culture, gain appreciation for the traditions, values and daily life experiences of people who live in Vietnam, and discover similarities and differences between their lives in the U.S. and the lives of children in Vietnam.

"The award from FFACES makes it possible for Children's Discovery Museum to share our commitment to building global awareness and understanding with children and families throughout the U.S.," said Children's Discovery Museum Executive Director Marilee Jennings. "We are extremely grateful for the generosity of the Freeman Foundation and for the enthusiastic support we received from our local Vietnamese Advisory Committee members,

who helped us learn about Vietnamese culture and the importance of Tet. Their commitment to sharing their stories and traditions enabled us to create a conceptual design for our exhibit that met the cultural goals of The Freeman Foundation, and will also capture the imagination and hearts of thousands of family visitors in San Jose and around the nation.”

The Association of Children’s Museums regards this direct investment in children’s museums as a major step in advancing the field and expanding its member institutions’ capacity to serve children. Along with Children’s Discovery Museum of San Jose, museums selected to produce exhibitions include Boston Children’s Museum (MA); The Magic House, St. Louis Children’s Museum (MO); Children’s Museum of Manhattan (NY); and Children’s Museum of Houston (TX).

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About Children's Discovery Museum of San Jose (CDM)

With over 150 interactive exhibits and programs, Children's Discovery Museum of San Jose (CDM) is one of the largest museums of its kind in the nation. Since opening its doors in 1990, CDM has welcomed over 7 million visitors and has offered new exhibits each year that respond to children's diverse educational needs. The striking 52,000 square foot purple building was designed by Mexico City-based architect Ricardo Legorreta and is a beacon of discovery. CDM inspires creativity, curiosity and lifelong learning through hands-on experiences inviting self-directed, open-ended exploration. For more information about the Museum, visit www.cdm.org

About The Freeman Foundation

The Freeman Foundation was established in 1993 by Mansfield Freeman, a co-founder of the international insurance and financial company American International Group, Inc. This private foundation is committed to increasing and strengthening the understanding of nations in East Asia. A FFACES project timeline, an executive summary of *Increasing U.S. Children and Families' Understanding of Asian Cultures: A Final Report*, and additional information about the initiative can be found on the ACM website, www.ChildrensMuseums.org under the Professional Development tab.

About Association of Children’s Museums (ACM)

In an increasingly complex world, children’s museums provide a place where all kids can learn through play and exploration with the caring adults in their lives. There are approximately 400 children’s museums around the world, which annually reach more than thirty-one million visitors. ACM provides leadership, professional development, advocacy and resources for its member organizations and individuals. To learn more about ACM and to find an ACM-member children’s museum near you, visit www.ChildrensMuseums.org.