



NEWS

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JSPR LANDS SAN DIEGO CHILDREN'S MUSEUM ACCOUNT

Julia Simms Public Relations has been selected to launch a public relations campaign for the Children's Museum/Museo de los Ninos, San Diego's favorite creative destination for kids and families since 1981.

The museum has been in the midst of raising funds for a new 50,000-square-foot structure since 2003 when its previous building was demolished to make way for new condominiums. Construction is expected to begin in April on the new facility in downtown San Diego.

JSPR will create and implement a public relations campaign to boost fundraising efforts and keep the Children's Museum in the public eye throughout the building of the new facility.

The Children's Museum/Museo de los Ninos San Diego is a cultural and educational institution with a quarter-century history of hands-on, arts-based programs for children and their families. It has been cited nationally for its emphasis on the

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arts and its challenging, problem-solving activities that develop critical thinking skills among children.

The new museum will include art galleries, theatrical spaces, a toddler area, a revolving artist-in-residence space, clay, painting and mixed-media studios, as well as a computer animation studio, party rooms and a sit-down cafe. In addition to public spaces, the museum facility will house the museum's charter school, administrative offices and an exhibit workshop. And the adjacent Museum Park will bring the artists' works to the outdoors.

Designed by renowned architect and downtown San Diego resident Rob Wellington Quigley as the first "green" building in downtown San Diego, it will include a dramatic three-story atrium, an entrance bridge that spans from Island Avenue into the see-through museum to a point 17 feet above the lower level, a glass-enclosed elevator tower that rises above the building and functions as a solar cooling tower, and an angled saw-tooth-shaped roof structure with space for future solar panels. Recycled building materials, water-saving devices, natural day lighting and convection cooling will be additional environmentally friendly elements.

For more information on the museum, visit the Web site at

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JSPR LANDS CHILDREN'S MUSEUM 3-3-3

sdchildrensmuseum.org or phone (619) 233-8792.

Headed by 20-year public relations and marketing communications veteran Julia Simms, JSPR is located in San Diego and was established in 1995 by Simms. The firm specializes in media relations and publicity campaigns for the home-building and real estate industries and also has clients in the fashion and performing arts arenas as well. Additionally, JSPR provides marketing communications consultation and produces newsletters, direct-mail campaigns and special events.

For more information on JSPR, visit jsprinc.com or call (858) 689-9909.

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