



FOR IMMEDIATE RELEASE

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Union Bank Sponsors Zeum to Offer Boys & Girls Clubs of San Francisco Members FREE Admission

Clubs' Youth Members receive free admission until March 1, 2009

San Francisco, CA – January 27, 2009 – Union Bank is sponsoring Zeum, San Francisco's hands-on multimedia museum for kids, to grant youth members of Boys & Girls Clubs of San Francisco free admission to Zeum until March 1, 2009. The sponsorship gives members access to all of Zeum's interactive exhibits, creative workshops, and Spiral Gallery, Zeum's youth art exhibit space. Accompanying family members and parents/adult chaperones will still pay standard admission fees.

The Union Bank sponsorship is in response to a collaboration recently built between the two community-based organizations. Zeum is currently hosting an exhibit of youth art created by Boys & Girls Clubs of San Francisco members, available for public viewing through Sunday, March 1, in Zeum's Spiral Gallery. In addition, the museum has extended fee-waived organizational memberships to Boys & Girls Clubs of San Francisco, allowing staff to bring club members once a month free of charge.

The sponsorship from Union Bank extends Zeum's ability to serve Boys & Girls Clubs youth by offering members the opportunity to attend Zeum with their families.

“We are committed to opening our programs to youth and families that might not otherwise have the opportunity to come,” says Audrey Yamamoto, Executive Director of Zeum. “This partnership with Boys & Girls Clubs of San Francisco gives Zeum a rich foundation for reaching at-risk youth. We are grateful to Union Bank for providing the resources that enable us to make a difference for these children.”

“We’re proud to be partnering with Zeum and Union Bank,” says Rob Connolly, president of Boys & Girls Clubs of San Francisco. “It’s a joy to see our club members’ faces light up and their self-esteem rise from viewing their work on display. It’s a great chance to gain recognition from their families, peers and the community.”

The artwork on display at Zeum was created by Boys & Girls Clubs of San Francisco youth as part of Boys & Girls Clubs of America’s National Fine Arts Exhibit program. As part of the program, young people at clubs from across the country create and submit artwork in various media—for example, drawing, painting, mixed media, printmaking, and collage. After the local exhibit, the young artists compete on the regional and national levels. Known for its arts programming, Boys & Girls Clubs of San Francisco has won top honors in the National Fine Arts Exhibit competition for 19 of the past 20 years.

About Zeum

Zeum opened its doors in October 1998 on the rooftop of Yerba Buena Gardens as part of a major 87-acre urban renewal project by the San Francisco Redevelopment Agency in the South of Market area. Zeum’s unique 34,000 square-foot facility – designed by internationally acclaimed architect Adele Naude Santos – includes premier technology studios, numerous interactive activity stations, exhibit galleries, community exhibit space, a 200-seat theater, and the Zeum Carousel.

Zeum is a community-based arts and technology museum with a mission to provide multimedia tools for families of all communities to think and act creatively. Through hands-on experience in animation, sound and video production, live performance, and visual arts, Zeum nurtures the creativity, communication, and collaboration of all youth and their families. For more information, visit www.zeum.org.

About Boys & Girls Clubs of San Francisco

Part of the community since 1891, Boys & Girls Clubs of San Francisco currently serves more than 1,200 children and teens each day, offering a safe place to learn and grow. We operate nine clubhouses in the city’s toughest neighborhoods, as well as Camp Mendocino, a residential summer camp in Mendocino County. Our award-winning programs and caring staff steer our young people toward productive, responsible futures – and help our members build strong character and skills that will last a lifetime. Our five core program areas include:

- The Arts
- Education & Career Development
- Health & Life Skills
- Sports, Fitness, and Recreation
- Character & Leadership Development

For more information or to get involved, visit www.kidsclub.org or call 415.445.KIDS.

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Calendar Editors: PLEASE NOTE

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WHAT: Union Bank is sponsoring Zeum, San Francisco's hands-on multimedia museum for kids, to grant youth members of Boys & Girls Clubs of San Francisco free admission to Zeum until March 1, 2009. The sponsorship gives members access to all of Zeum's interactive exhibits, creative workshops, and Spiral Gallery, Zeum's youth exhibit space. Accompanying family members and parents/adult chaperones will still pay standard admission fees.

WHO: Club Members of Boys & Girls Clubs of San Francisco

WHERE: Zeum
221 Fourth Street (at Howard)
San Francisco, CA

WHEN: January 27, 2009 to March 1, 2009

Admission Hours:
Wednesday- Friday 1pm to 5pm
Saturday- Sunday 11am to 5pm

PRICE: FREE admission for members of Boys & Girls Clubs of San Francisco, made possible by Union Bank of California.

EDITOR'S

NOTE: For more information on Zeum, this exhibit, or to request images, please contact Heidi Nogoy, Public Relations Coordinator, 415.820.3356, hnogoy@zeum.org.