



**zeum**

**FOR IMMEDIATE RELEASE**

**MEDIA CONTACT**

Heidi Nogoy  
Public Relations @ Zeum  
(415) 820-3356  
[hnogoy@zeum.org](mailto:hnogoy@zeum.org)

**Zeum Offers Special Experience for Kids 3-6 and Free Admission  
Mother's Day, Sunday, May 10  
Thanks to Koret Museum Days 2009**

**San Francisco, CA – April 9, 2009** – Zeum, San Francisco's children's museum, is free to the public on Mother's Day, Sunday, May 10, 2009, made possible through the generous support of the Koret Foundation in honor of their 30<sup>th</sup> Anniversary. As part of the celebration, Koret has also made it possible for Zeum to offer a piloted, limited-time-only Little Z's Play Lab, free with admission, in an effort to support mothers of children age 3 to 6. "Thanks to the incredible support and encouragement of the Koret Foundation, we are able to expand our services for a brief time to support mothers with children younger than our normal 6 to 12 age group," said Audrey Yamamoto, Executive Director of Zeum. "We are grateful to Koret for providing us this opportunity not only to provide free admission all day on Mother's Day, but also to explore serving younger children."

Zeum's Little Z's Play Lab will launch, free to the public, on Sunday, May 10<sup>th</sup> at 11am, along with Koret Museum Days 2009. Held in Zeum's Main Gallery, the Little Z's Play Lab will offer soft blocks, children's costumes, a puppet theater, a Zig-a-Zag Tunnel, a Colorforms Wall, and DUPLO LEGO Blocks. Equipped with playroom soft mats, it will remain open until May 31<sup>st</sup> at the price of admission during Zeum's general admission hours, Wednesday-Friday 1-5pm and Saturday-Sunday 11am-5pm. Zeum hopes to receive feedback from parents regarding this piloted program and will have surveys and comment forms available onsite. "We would love to provide early childhood programs long-term," says Zeum Exhibits Manager, Mike Lai. "Comments from parents will help us determine how best to serve families with younger children and whether Zeum should offer early childhood exhibits permanently."

Seventeen other museums are participating in Koret Museum Days on May 10<sup>th</sup>, Mother's Day. The museums offering free admission include:

Asian Art Museum, San Francisco  
Bay Area Discovery Museum, Sausalito  
Chabot Space & Science Center, Oakland  
Children's Discovery Museum of San Jose  
The Contemporary Jewish Museum, San Francisco  
M.H. de Young Museum  
Exploratorium, San Francisco  
Legion of Honor, San Francisco  
Judah L. Magnes Museum, Berkeley  
Lawrence Hall of Science, Berkeley  
Museum of the African Diaspora, San Francisco  
Oakland Museum of California  
San Francisco Museum of Modern Art  
San Francisco Zoo  
San Jose Museum of Art  
IMAX movie at The Tech Museum of Innovation, San Jose  
Zeum, San Francisco's children's museum

Since 1979, Koret has contributed more than \$52 million to arts, cultural, and civic institutions throughout the Bay Area. "We are pleased to highlight our longstanding partnership with the Bay Area's arts and cultural organizations by hosting Koret Museum Days," said Koret President Tad Taube. "By supporting these world-class institutions, Koret helps maintain San Francisco and the entire Bay Area as a tourist destination, which in turn enlivens and sustains the regional economy."

For more information on Koret Museum Days, visit: [www.koretmuseumdays.org](http://www.koretmuseumdays.org)

### **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](http://www.zeum.org).

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**Calendar Editors: PLEASE NOTE**

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Marketing and PR Coordinator  
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Mother's Day, Sunday, May 10  
Thanks to Koret Museum Days 2009**

**WHAT:** Koret Foundation is sponsoring Zeum's Little Z's Play Lab, a pilot program, as part of Koret Museum Days 2009. Held in Zeum's Main Gallery, the limited-time only Little Z's Play Lab will offer soft blocks, children's costumes, a puppet theater, a Zig-a-Zag Crawl-Through Tunnel, a Colorform Wall, and Dupell Lego Blocks. Zeum hopes to receive feedback from parents regarding this piloted program and will have surveys and comment forms available onsite.

**WHO:** San Francisco Bay Area's youth and families, with particular attention towards families with children ages 3-12.

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

**WHEN:** Koret Museum Days 2009  
May 10<sup>th</sup>, Mother's Day, 11am- 4pm

Zeum's Little Z's Play Lab  
May 10-31, 2009  
Wednesday- Friday 1pm to 5pm  
Saturday- Sunday 11am to 5pm

**PRICE:** Free admission on May 10, 2009.  
Zeum's Little Z's Play Lab, May 11-31, 2009:  
\$8 youth/senior, \$10 adults

**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](mailto:hnogoy@zeum.org).