



**FOR IMMEDIATE RELEASE**

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**Zeum Hosts Family Pride Month in June**

**Featuring GroundSpark/Respect for All's Documentary Film Screening of *That's a Family!* and Admission Discounts for LGBT Families of Select San Francisco Partner Organizations**

San Francisco, CA- June 1- 30, 2009- Zeum, San Francisco's children's museum, is celebrating the city's LGBT families during the same month as San Francisco's LGBT Pride Celebration, with a special screening of GroundSpark/Respect for All's documentary film, *That's a Family!*, on Saturday, June 13, 2009 from 1:30pm to 3pm. Zeum will also offer discounted admission for families affiliated with select LGBT partner organizations during the month of June.

*That's a Family!*, a film created through The Respect for All Project at GroundSpark, is an entertaining documentary that breaks new ground in helping children in grades K-8 understand the different shapes families take today, including LGBT families. Kids and families will be able to watch the film and dialogue about family diversity in Zeum's Roundabout. The film screening is FREE with Zeum admission and offers an opportunity for children and their families to reflect on the topic of diversity through their creative work in Zeum's interactive exhibits. After viewing the film, children and families can create a clay animation, produce their own movie, or celebrate their identities through making a music video.

"Young children's first reflections on difference are often related to the families they and their peers come from," says Amy Scharf, the Director of Education at GroundSpark. "*That's a Family!* helps ensure this diversity is respected and that all families, no matter their structure, feel

welcomed in our community. We are thrilled to share this resource with Zeum and its visitors."

"Zeum's Family Pride Month is one of our best examples to date of our commitment to welcoming all of San Francisco's families to our museum, especially those that have faced closed doors in other venues," says Zeum's Executive Director, Audrey Yamamoto. "GroundSpark's film is a powerful way to engage our audiences about family diversity and inclusion, especially when it comes to the experiences of LGBT families. We are excited to partner with Groundspark and get kids talking about differences and inclusion."

In addition to the screening of *That's a Family!*, Zeum will offer LGBT families directly served by or affiliated with select partner organizations one FREE YOUTH ADMISSION with the purchase of an adult ticket throughout the month of June. Organizations participating in Zeum's Family Pride Month celebration include: GroundSpark; COLAGE; and Our Family Coalition.

#### **About GroundSpark/The Respect for All Project**

GroundSpark's mission is to create visionary films and dynamic educational campaigns that move individuals and communities to take action for a more just world. Our new name, GroundSpark, communicates the initiative, energy, activism, and vibrant personality of our organization and what we set out to accomplish. It reflects our commitment to fundamental change, our partnerships with communities, and the tremendous momentum set in motion by our campaigns, such as The Respect for All Project.

The Respect for All Project (RFAP) seeks to create safe, hate-free schools and communities by giving youth and the adults who guide their development the tools they need to talk openly about diversity in all of its forms. The Project offers a comprehensive set of resources for educators and youth-service providers, including **award-winning documentary films, high-quality curriculum guides and comprehensive professional development workshops**. The Respect for All Project is a program of Women's Educational Media, a nonprofit film production company founded in 1978 that creates and distributes documentary films on issues of social and economic justice.

With support from the Ford Foundation, the Marguerite Casey Foundation, The Arcus Foundation, and the Walter and Evelyn Haas Jr. Foundation, the Respect for All Project (RFAP) has spearheaded a collaborative initiative to reach out to educators, youth-service providers and human service professionals. Working in partnership with the **National Education Association, the Afterschool Alliance, the Association of Children's Museums, the Child Welfare League of America, and the National Association of School Psychologists**, the

national coalition has helped to bring RFAP films and professional development workshops to cities across the country since 2003. The Coalition works to build safer and more inclusive school environments for all children, foster respect for diverse families and strengthen the link between family, school and community. For the last three years, the centerpiece of the Coalition's work has been the RFAP film ***That's a Family!***. In 2006, a second title, ***Let's Get Real***, was added to the Coalition events. For more information, visit [www.groundspark.org](http://www.groundspark.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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of *That's a Family!* and Admission Discounts for LGBT Families of  
Select San Francisco Partner Organizations**

**WHAT:** Zeum partners with GroundSpark/Respect for All Project to screen their film, *That's a Family!*, an entertaining documentary that breaks new ground in helping children in grades K-8 understand the different shapes families take today, including LGBT families. Kids and families will be able to watch the film and dialogue about family diversity.

In addition, Zeum offers LGBT families directly served by/affiliated with select partner organizations one FREE YOUTH ADMISSION with the purchase of an adult ticket throughout the month of June in honor of Family Pride Month.

**WHO:** San Francisco Bay Area's youth and families, with particular attention towards LGBT families affiliated with select partner organizations, including GroundSpark; Our Family Coalition; and COLAGE.

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

Film Screening of *That's a Family!* is located in Zeum's RoundAbout.

**WHEN:** *That's a Family!* Documentary Film Screening  
Saturday, June 13, 2009  
1:30-3pm

Discounted admission for families affiliated with Zeum's select partner organizations serving San Francisco's LGBT community:  
June 1 to June 30, 2009

Admission Hours: June 1-15  
Wednesday- Friday 1pm to 5pm  
Saturday-Sunday 11am to 5 pm

Admission Hours: June 16-30  
Tuesday-Sunday 11am to 5 pm

**PRICE:** *That's a Family!* Documentary Film Screening:  
Free with Zeum Admission  
\$10 adults  
\$8 child/senior  
FREE members/children age 2 and under

Special discounted price for families affiliated with Zeum's select partner organizations serving San Francisco's LGBT community:  
One FREE YOUTH ADMISSSION for every paid adult admission

**EDITOR'S  
NOTE:**

For more information on Zeum or to request images, please contact Michael Nobleza, Public Relations @ Zeum, 415.820.3350, [mnobleza@zeum.org](mailto:mnobleza@zeum.org).