



zeum

FOR IMMEDIATE RELEASE

MEDIA CONTACTS

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Zeum Announces 10th Anniversary Celebration

*San Francisco's children's museum commemorates milestone with
Week-Long Haunted House Saturday, October 25 – Sunday, November 2*

San Francisco, CA – July 25, 2008 – Zeum, San Francisco's hands-on multimedia museum for kids, is celebrating its 10th Anniversary this fall with an array of festivities that are fun for the whole family, including a week long Halloween Haunted House experience opening with a FREE day on Saturday, October 25 and continuing through Sunday, November 2, from 11:00 a.m. – 5:00 p.m. each day.

In addition to being the opening day of San Francisco's only Haunted House experience for kids, the FREE day on Saturday, October 25th will be a Halloween Birthday Bash including birthday cake and a trick-or-treating parade. Kids will also be able to create spooky videos and animations, show off and win prizes for their costumes and enter a raffle for a free birthday party at Zeum, a Zeum Carousel Pass for the year, a Zeum Store gift card, and other prizes. Throughout the week, the Haunted House will be free with admission.

"This is an important milestone for Zeum, signifying our maturity from a start-up organization to one that is established and rooted in the Bay Area community," said Audrey Yamamoto, CEO for Zeum. "We are now well positioned to make the transition from being one of San Francisco's best kept secrets to a top destination for youth and families of all communities. We are extremely grateful to the numerous individuals and institutions that have contributed to Zeum's success and look forward to celebrating with them."

Additional events to celebrate Zeum's 10th Anniversary include:

- 10th Anniversary Call for Entries – Beginning in July, youth visitors to Zeum can create projects in each of the Museum's technology studios using four core creative processes: animation, sound and video production, live performance and visual arts. Original youth artwork created in each space will be selected and showcased in Zeum's annual "What Will You Create?" exhibit in October and on Zeum's website throughout the year.
- 10th Anniversary "What Will You Create?" Exhibit Reception – On Thursday, October 9, Zeum will host a VIP reception to mark the opening of the "What Will You Create?" 10th Anniversary commemorative exhibit. The event will be the kick-off to a year-long series celebrating the creativity of youth and families from San Francisco's diverse neighborhoods.
- Dia de los Muertos Event – On Saturday, November 1st, Zeum will host a special Dia de los Muertos-themed event exclusively for members. They will have access to a special VIP area and will receive a special goody bag.
- "Birthdays Ending in Zero" – From October 2008 through October 2009, Zeum will offer a 10% discount to visitors celebrating their birthday that ends in "0" at Zeum. Visitors will receive a discount on their birthday party rental package.

- Zeum will offer Zeum Store commemorative 10th Anniversary t-shirts for only \$10.

Zeum's Milestones

- Since opening its door in 1998, Zeum has served two million visitors, ages 3 to 18 and their families. Each year Zeum reaches over 250,000 youth, families, teachers, schools and community-based organizations through general admission, school field trips, camps, workshops, initiatives and free family-oriented public events.
- Zeum has hosted more than 75 programs and exhibitions ranging from creative hands-on Playmaking Workshops to cultural exhibits like World Savvy's Global Youth Media & Arts Festival and the United Nations Environment Programme's Children's Art Competition on the Environment.
- Zeum annually serves more than 85% of San Francisco Unified School District sites – 25% of those through fee-waived programs for low-income students.
- Zeum has trained more than 2,100 Bay Area teachers and trained and employed over 250 teen interns from low-income neighborhoods in the ZeumMasters Teen Internship Program – an intensive three-year, paid employment, training and youth development experience.
- Zeum's highly-regarded School Field Trip program annually serves more than 6,000 K-12 students and educators with a two-hour workshop that teaches youth about clay animation, newscast production, music video production and video blogging.
- Zeum is currently engaged in a three-year Community Outreach and Engagement Initiative, designed to give access to and ensure the continued participation of youth and families from San Francisco's most underserved communities including Bayview/Hunters Point, South of Market, Tenderloin and Inner Mission (all identified as the most underserved and in need of youth services by the San Francisco Department of Children, Youth and Their Families)
- Zeum is the only dedicated youth-serving museum in the downtown, South-of-Market cultural district, which includes 12 world-class museums, including the San Francisco Museum of Modern Art, Yerba Buena Center for the Arts and the Contemporary Jewish Museum.

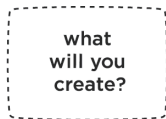
Zeum's History

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.

About Zeum

Zeum is a community-based, multimedia arts and technology museum with a mission to foster creativity and innovation in youth and families of all backgrounds, communities and learning styles. Through hands-on experience in animation, sound and video production, live performance and visual arts, Zeum encourages youth to share their stories, build their voices, and use multimedia tools for creative self-expression. For more information, visit www.zeum.org.

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Calendar Editors: PLEASE NOTE

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WHO: All children and families from throughout the Bay Area are welcome.

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

WHEN: Saturday, October 25 – Sunday, November 2
11:00 a.m. – 5:00 p.m.

PRICE: Saturday, October 25 – FREE
Sunday, October 26 – November 2 – FREE with price of admission

Zeum Admission
Youth Ages 3-18 - \$8
Students/Seniors - \$8
Adults - \$10
Zeum Members – FREE
Children Age 2 and Younger – FREE

**EDITOR'S
NOTE:**

For more information on Zeum's 10th Anniversary, or to request images please contact Katherine Madariaga at Atomic PR, Katherine@atomicpr.com, or 415-402-0230.