



children's museum san diego museo de los niños

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NEWS RELEASE

for immediate release

CRAZY YOUR HAIR AND BUY THE BOOK

March 10

January 27, 2004 — The Children's Museum San Diego is organizing a citywide event for children old and young, and would like you to participate. San Diego will turn crazy hair savoir-faire. Get the kids and yourself in the craziest hair yet! Dyed, tied or just bed head, your dizzy doo will help us build our new Museum.

Visit your local Starbucks™ in late February to pick up information and register to be a volunteer reader. Over 300 volunteer and Celebrity readers will visit area schools, libraries, businesses, and Starbucks locations to read the book *Crazy Hair Day* to kids.

You can purchase the book *Crazy Hair Day* on our website or at your local Borders™ bookstore. A percentage of the proceeds will benefit the Children's Museum San Diego.

The book, *Crazy Hair Day* by Barney Saltzberg is a story that honors children's creative uniqueness and celebrates community everywhere! Some other ways you could help us on *Crazy Hair Day* are:

- > Declare a Crazy Hair Day at your school or business, and collect \$1 donations for the Museum from every participant with crazy hair.
- > Read the book *Crazy Hair Day* to children on March 10th.
- > Volunteer to read to students at local schools through the Starbucks™ Make Your Mark Program.
- > Crazy-up your own hair and visit us at Starbucks or Borders.
- > Send the Museum your photos, drawings, stories, and donations.