



FOR IMMEDIATE RELEASE

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**Children's Creativity Museum to host
4th Annual Global Cardboard Challenge in San Francisco**

SAN FRANCISCO, CA – The [Children's Creativity Museum](http://www.creativity.org) in San Francisco joins thousands of volunteers and organizations around the world in hosting the Global Cardboard Challenge on Saturday, October 10, 2015 from 10:00am to 4:00pm. Kids of all ages are invited to bring their innovative ideas to life as they imagine, create and share with cardboard.

The Global Cardboard Challenge celebrates the journey of now 12-year-old Caine Monroy and film director Nirvan Mullick, whose documentary, [Caine's Arcade](#), introduced Monroy's handmade cardboard arcade and innovative spirit to the world. Participants spanning 32 countries have signed up to host and promote Global Cardboard Challenge events.

"A global community has come together because of Caine's Arcade," said Nirvan Mullick, director of the Caine's Arcade films and partner at Interconnected creative agency. "The goal is not only to help kids build what they can imagine, but to also encourage them to imagine the world they can build."

The Global Cardboard Challenge in San Francisco will be hosted at the Children's Creativity Museum, located in Yerba Buena Gardens on the corner of 4th and Howard. Admission to the museum is \$12 for visitors ages two and older, and free for members and children under the age of two. This event was made possible thanks to the support of [Lonely Planet Kids](#). For more information and to RSVP, visit www.creativity.org/cardboardchallenge.

ABOUT THE CHILDREN'S CREATIVITY MUSEUM

The [Children's Creativity Museum](http://www.creativity.org) is a hands-on multimedia art and technology experience for kids designed to build creative confidence. Our mission is to nurture the "three Cs" of 21st-century skills – Creativity, Collaboration and Communication – in all youth and families. We believe that the success of the next generation hinges not only on what they know but on their ability to think and act creatively as global citizens.

The Children's Creativity Museum is located at 221 Fourth Street in San Francisco. Museum hours are Wednesday through Sunday from 10:00 am to 4:00 pm during the school year and Tuesday through Sunday from 10:00 am to 4:00 pm during the summer. Visit www.creativity.org to learn more.

ABOUT LONELY PLANET KIDS

From the world's leading travel media company comes Lonely Planet Kids, a children's imprint that brings the world to life for young explorers everywhere. We promise to inspire and delight curious kids, sharing our enthusiasm and love of the world, and our continual fascination with the rich diversity of people, places and cultures that surrounds us. For more information, visit lonelyplanet.com/kids/, and join us on Facebook (facebook.com/lpkidstravel) and Twitter ([@lpkids](https://twitter.com/lpkids)).

ABOUT THE IMAGINATION FOUNDATION

Launched from the overwhelming global response to the short film, "[Caine's Arcade](#)," the [Imagination Foundation](#) was founded to find, foster and fund creativity and entrepreneurship in children around the world to raise a new generation of innovators and problem solvers who have the tools they need to build the world they imagine.

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