



**Madison Children's Museum**  
100 State Street . (608) 256-6445  
www.madisonchildrensmuseum.org

## **MEDIA ADVISORY**

For immediate release – May 25, 2007  
Contact: Katie Kennedy Shepherd  
media@madisonchildrensmuseum.org or (608) 239-0223

### **ANNUAL BENEFIT SALE TICKETS TO GO ON SALE JUNE 2**

MADISON, Wis. – Tickets for the Madison Children’s Museum Annual Benefit Sale of American Girl Returns and Seconds will go on sale Saturday, June 2, 2007 at 9:00 a.m. (CST).

This annual event is in its 20<sup>th</sup> year and is a major fundraiser for Madison Children’s Museum and American Girl’s Fund for Children. The Annual Benefit Sale is a two-day event that attracts 10,000 national and international customers. This year’s Annual Benefit Sale will take place Saturday, July 21 and Sunday, July 22. Tickets are required for entrance on Saturday, July 21. Tickets are \$12 for entry times 7:00 a.m. – noon; \$8 for entry times 12:15 p.m. – 4:00 p.m.

**WHAT:** Tickets will go on sale for Madison Children’s Museum’s Annual Benefit Sale of American Girl Returns and Seconds.

**WHEN:** Saturday, June 2, 2007, 9:00 a.m. CST

**WHERE:** Tickets can only be purchased through tickets.com – online or over the phone at 1.800.882.4275

#### **About the Annual Benefit Sale of American Girl Returns & Seconds:**

This year’s Annual Benefit Sale (ABS) will take place Saturday, July 21 and Sunday, July 22 at the ABS Warehouse at 8830 N. Greenview Drive in Middleton, Wis. Over 500 Madison Children’s Museum volunteers repair and restore returns and seconds of American Girl dolls and their books, craft kits, doll furniture and accessories, generously donated by American Girl. Customers of the sale come from all over the country to purchase these popular American Girl items. Proceeds benefit Madison Children’s Museum and American Girl’s Fund for Children.

#### **About Madison Children’s Museum:**

Madison Children’s Museum (MCM) is an award-winning organization which fosters family and community connections, and provides a place where every child can learn through play in an interactive environment. MCM’s hands-on exhibits and programs celebrate and encourage children’s imaginations and the power of play as the cornerstone of learning.

###