



Madison Children's Museum
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PRESS RELEASE

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**Madison Children's Museum Earns Recognition from
the Association of Children's Museums**

First Promising Practices award ever given for fundraising policies

MADISON, Wis.- Madison Children's Museum was recently honored with a Promising Practices honorable mention and scholarship from MetLife Foundation and the Association of Children's Museums for fundraising practices that address a growing community concern about kids and consumerism. It is the first Promising Practices award ever given for fundraising policies.

Based on current pediatric research and the expressed needs of visitors, Madison Children's Museum took an innovative approach to fundraising. Because numerous studies have shown that marketing directly to children is not in the best interest of children's overall health, Madison Children's Museum implemented a logo-free policy within the museum and a unique approach to gift acceptance. These fundraising practices reflect Madison Children's Museum's dedication to providing children opportunities to play, learn and grow in a healthy, commercial-free environment.

"Madison Children's Museum's commitment to children's health influences all aspects of our operations from exhibits to management," said Ruth Shelly, executive director of Madison Children's Museum. "For us, a 'best practice' is the choice that's in the best interest of children. We're honored when best practice becomes a policy that other museums want to emulate."

Madison Children's Museum received this recognition at the Association of Children's Museum's InterActivity conference in Chicago in May.

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.

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