



**Madison Children's Museum**  
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## PRESS RELEASE

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### **Madison Children's Museum 20<sup>th</sup> Annual Benefit Sale July 21-22**

*Shoppers find great bargains while supporting local non-profits  
that serve thousands of children in the area.*

Madison, Wis. – Madison Children's Museum is operating its 20<sup>th</sup> Annual Benefit Sale of American Girl Returns and Seconds on Saturday, July 21 from 7:00 a.m. – 4:00 p.m. and Sunday, July 22, from 7:00 a.m. – 2:00 p.m., at 8830 N. Greenview Drive in Middleton.

Doll enthusiasts, collectors, and bargain hunters are invited to shop this popular sale of more than 10,000 dolls, doll clothing, furniture and accessories at greatly reduced prices, donated by American Girl and refurbished by Madison Children's Museum volunteers. This year there are a record number of items for sale, including a wider selection of multicultural dolls. A silent auction for several popular American Girl items will be held on both Saturday and Sunday this year. On Sunday, one customer will be selected to receive his or her entire purchase for free once the sale reaches the \$1 million mark.

Last year, the fundraising event grossed \$1.3 million for the Madison Children's Museum as well as American Girl's Fund for Children, which provides grants to many local non-profits. This year-round fundraising effort generates up to 35 percent of Madison Children's Museum's annual operating budget and fuels the museum's efforts to provide award-winning exhibits and helps sustain the Family Access program, which provides low-income families with free or subsidized access to the museum and its programs.

Tickets are required for entry on Saturday. A limited number of tickets are still available for entry times after 2:15 p.m. Tickets can be purchased from tickets.com for a price of \$8. On Sunday, activities are free and open to the public.

From the first years of the Annual Benefit Sale, Madison Children's Museum has incorporated its philosophy of sustainability into this tremendous fundraiser through refurbishing, recycling and reselling as many American Girl products as possible. Today, that philosophy has led to the reselling and recycling of more than 99% of all products and materials received. This environmentally sound program is carried out by 550 volunteers who work more than 32,000 hours per year.

#### **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. For more information, visit madisonchildrensmuseum.org.

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