



Madison Children's Museum
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For Immediate Release

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MONSANTO FUND

Madison Children's Museum receives grant from Monsanto Fund to support rooftop programming

MADISON, Wis. (October 19, 2009) — Madison Children's Museum announced today that it has received a \$10,000 grant from the Monsanto Fund — a private foundation and the philanthropic arm of Monsanto Company — to support educational program development for Rooftop Ramble, a four-season “park in the sky” atop the new museum, which is set to open in August at 100 N. Hamilton Street.

“Monsanto is committed to supporting the communities where we do business,” said Doug Boyes, lead of Monsanto Biotechnology's Middleton, Wis., campus. “Having a strong grasp of science can help children make better choices that will positively affect them and their community in the future. We are proud to support MCM's new Rooftop Ramble and its many messages of environmental awareness.”

Specifically, MCM will use the Monsanto Fund grant to support development of curricula for school-age children participating in Kids' Clubhouse programs on Rooftop Ramble, whose construction was made possible through a gift from Pleasant T. Rowland. Rooftop Ramble is a

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permanent, fully accessible exhibit, programming and community space that highlights children's innate connection to the natural world, explores urban ecology and weather, and serves as a platform for discovering diverse ecological systems.

“We are devoted to offering children the opportunity to learn through play,” said Ruth Shelly, executive director of Madison Children’s Museum. “We are grateful to the Monsanto Fund for helping us to develop thought-provoking educational programs that will enable all families to enjoy Rooftop Ramble, regardless of cultural, geographic or economic background.”

About Monsanto Fund

The Monsanto Fund is the philanthropic arm of the Monsanto Company. Incorporated in 1964, the fund’s primary objective is to improve the lives of people by bridging the gap between their needs and their resources. The Monsanto Fund is focused on grant-making in four main areas: nutritional well-being through agriculture; science education, with an emphasis on professional development for teachers; the environment, which includes conservation, protection of biodiversity, clean water and restoration of wildlife habitat; and improving the quality of life in communities where Monsanto employees live and work. Visit the Monsanto Fund at www.monsantofund.org/asp/welcome.asp.

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.

Currently located at 100 State St., Madison Children's Museum is planning for a move to its new

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location at 100 N. Hamilton St. in August 2010. On opening day, MCM's new facility will have three times the public space of its current location, with room to expand to five times its current size. The new museum will be able to serve approximately 40,000 more visitors per year. Other features include new exhibits, increased educational programs and public performances, accommodations for school groups, on-site parking and improved visitor amenities.

The museum has raised nearly \$8 million toward its \$10 million Ready, Set ... Grow! Capital Campaign. It also has received a \$750,000 Kresge Challenge Grant. When the museum reaches \$9.25 million in fundraising, The Kresge Foundation will provide \$750,000 to top off the campaign. For more information on the museum, visit madisonchildrensmuseum.org.

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