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FOR IMMEDIATE RELEASE

Children's Museum Receives Downtown Madison, Inc. Community Asset Award

MADISON, Wis. (Tuesday, November 23, 2010) — Downtown Madison, Inc. (DMI) presented Madison Children's Museum with one of two Community Asset Awards at its annual dinner on November 15.

The award recognizes businesses that improve the quality of life in downtown Madison for the area's residents, business owners, employees, and visitors, according to John Cerniglia, DMI's director of programming. Community Asset Awards, which began 15 years ago, are intended for businesses and organizations that serve the community by going above and beyond their own goals and needs.

Desire to keep the museum downtown was strong, despite the difficulty in finding a suitable location throughout the last decade, said MCM Executive Director Ruth Shelly. But with a gift of \$5 million from W. Jerome Frautschi to purchase the building at 100 North Hamilton Street, the museum was able to position itself just a stone's throw from the Overture Center for the Arts that Frautschi primarily funded.

"You can tell what a community values by the locations of its great facilities, and Madison Children's Museum is proud to be in the heart of the city," Shelly said. "Our downtown has the beautiful and stately Capitol building, history museums, a world-class arts facility, and now a children's museum like no other in the country."

The new museum, which opened August 14, features more than three times the public space of the former State Street location. It serves ages birth to 12 and their families, along with school groups, in a strong interdisciplinary program that emphasizes the arts, sciences, history, culture, health, and civic engagement.

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.

The museum opened its new, permanent home at 100 N. Hamilton Street on the north corner of the Capitol Square on August 14. It features plenty of new, exciting exhibits along with some longtime favorites.

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