



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

**For Immediate Release**

Contact: Amy Mertz, Communications Coordinator  
media@madisonchildrensmuseum.org or 608.268.1231, ext. 13

## **Children's Museum Offers Healthy Minds, Healthy Food**

*Bean Sprouts will be on-site food service in new location*

MADISON, Wis. (Nov. 30, 2009) – Madison Children's Museum announced today that Bean Sprouts, a Middleton-based, nationally recognized kids' café, will be the on-site food service in the museum's new facility at 100 N. Hamilton Street.

"Having amenities like food service in our new location will greatly enhance the visitor experience," said Ruth Shelly, executive director of MCM. "Bean Sprouts is a perfect match for Madison Children's Museum because of its focus on food that's healthy, fun and family-oriented."

This marks a major milestone in the expansion of Bean Sprouts following the celebration of its second anniversary.

"We are thrilled to work with such a wonderful organization as Madison Children's Museum," said Shannon Seip, co-owner of Bean Sprouts. "Bean Sprouts will add playfulness to the food element of the museum with delightful dishes like "Pea-casso Pitas" to fit with the new Art Studio, and "Dino-s'mores" for a dinosaur-themed birthday party. Of course, everything will be fresh and healthy, with plenty of adult options as well."

The Bean Sprouts café will be located on the first floor of the museum as part of the free Community Concourse. Bean Sprouts also will cater birthday parties, as well as corporate and rooftop events.

On opening day in August 2010, the museum'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 museum will be able to serve approximately 40,000 more visitors per year in its new, permanent home. Other features include newly designed exhibits, increased educational programs and public performances, accommodations for school groups, on-site parking and improved visitor amenities. The museum has raised more than \$8 million toward its \$10 million Ready, Set ... Grow! Capital Campaign. It has also received a \$750,000 Kresge Challenge Grant. When the museum reaches \$9.25 million, The Kresge Foundation will provide \$750,000 to top off the campaign. To donate, please visit [madisonchildrensmuseum.org/invest/give-online](http://madisonchildrensmuseum.org/invest/give-online).

–MORE–

In celebration of this new partnership, Bean Sprouts is offering Madison Children's Museum members one free kid's meal with any purchase at its Middleton location, 6719 Frank Lloyd Wright Ave., Suite 101, through the end of the year.

**About Madison Children's Museum:** Madison Children's Museum 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 cornerstones of learning.

**About Bean Sprouts:** Bean Sprouts ([beansproutscafe.com](http://beansproutscafe.com)) is a hip and healthy kids' café and children's cooking school in Middleton, Wis. Its yummy, good-for-you food appeals to kids, parents and even babies, as it's the only café in the country offering homemade organic baby food. Under the guidance of a child nutritionist, Bean Sprouts built its menu with the help and enthusiasm of Gale Gand – renowned chef, author and Food Network star – who believes in Bean Sprouts' mission. Bean Sprouts delights families with its playful cooking classes, and birthday and tea parties.

###