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Note: High-quality logo image attached to e-mail

FOR IMMEDIATE RELEASE

Children's Museum's new logo reflects excitement about new building

MADISON, Wis. (February 8, 2010) — Along with a new location for Madison Children's Museum comes a completely fresh visual identity, anchored by a bold, playful logo and reflected in a redesigned Web site.

Friends of the museum got the first glimpse of its new look as the logo was unveiled at the annual Kids Rock! music benefit for MCM at the High Noon Saloon on Saturday, February 6.

The museum's volunteer External Relations Committee and staff chose the new logo through an online competition that attracted approximately 750 entries. Although the contest was open to applicants from around the world, the winner is no stranger to MCM. Madison graphic designer Heather Knox has visited the museum many times with her 5-year-old.

"The museum was looking for a vibrant logo that really captured the dynamic feel of our new location and appealed to a broader age range," said Ruth Shelly, the museum's executive director. "We're not surprised that the committee was drawn to a logo created by a parent who uses the museum. Heather clearly was feeling the energy and vision of our organization when she conceptualized the design."

Knox says she decided to enter the contest for her daughter, Olivia. "I wanted her to be able to say, 'My mommy made that!' " she says. "She thinks it's cool, and that makes me happy."

The logo competition was conducted in July 2009 through the Web site Crowdspring.com. Milanie Cleere, CEO and founder of Oompa.com and [Oompa Toys](http://OompaToys.com), which has a store in Middleton, suggested the museum conduct the public competition for the new logo. Cleere generously donated the \$1,000 prize for the winner as well.

The lively urban logo has a contemporary, clean design, with a touch of whimsy that appeals to the wider age spectrum of children — up to age 12 — that will be served at the new museum. The new building's facade is interpreted with a slightly abstract emphasis, accented with a sunburst and a red ball containing a star shooting from the building. The logo font is Arial Rounded, and the design features colors that reflect the vibrant community and the museum's mission.

In addition to the logo, Phase 1 of the newly designed MadisonChildrensMuseum.org launches today, with the Road Show calendar and sneak preview photos of the new museum. The Road Show events, held in various locations throughout the Madison area, run through early summer.

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 cornerstone of learning.

The museum closed its doors at 100 State Street on Jan. 4 and is preparing for the opening of its new facility at 100 N. Hamilton Street on the Capitol Square. It will reopen August 14 with plenty of new, exciting exhibits along with some favorites from the previous location. While the museum is closed, go to MadisonChildrensMuseum.org for the schedule of Road Show events, sponsored by Target.

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