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FOR IMMEDIATE RELEASE

Access for Everyone Spring Fund Drive April 1–10

MADISON, Wis. (Friday, March 25, 2011) — Madison Children’s Museum will host its first annual Access for Everyone Spring Fund Drive to raise money that supports subsidized admission and programs for families facing financial, physical, and other barriers to visiting the facility.

To donate, participants can purchase and decorate a paper egg between April 1–10 that will be added to the museum’s giant “nest.” The money donated ensures that everyone can enjoy the museum, get an annual pass, or come for a discounted or free school field trip.

Eggs can be bought for \$1, \$5, or “name your gift” to support Access for Everyone. The eggs will be sold at a table near the front desk and via MadisonChildrensMuseum.org starting April 1. This is a great opportunity to get kids, families, youth organizations, and businesses involved in making a donation to support the museum and those who face barriers to access.

“Madison Children’s Museum is committed to creating a facility that is part of the fabric of our community,” said Cheri Dubiel Buckner, the museum’s director of Development & External Relations. “So many people have had the opportunity to enjoy the new museum. We hope you will join us in making sure it is truly accessible to *all*.”

Every year, Madison Children’s Museum provides more than \$225,000 in free and discounted admissions, memberships and school visits to ensure that every child—regardless of background, ability, or economic means—is able to enjoy our new facility. Access for Everyone includes the following programs: Twilight Thursday, a free admission night the first Thursday of each month from 5 to 8; Access admission, which allows those on many forms of public assistance to pay just \$1 museum admission; Family Access memberships, which start at \$8 for those with financial barriers; events that serve visitors and members with special needs; SPARK! intergenerational programming for people with early memory loss; Access for School Kids (ASK), subsidized field trips for school groups in which a majority of the students receive reduced-price or free school lunch; and need-based scholarships for summer camps and other programs.

The museum is grateful to lead sponsors TDS Telecom and The Great Dane Pub & Brewing Company. Thanks also go to media partner Mid-West Family Broadcasting and Woodman’s Food Markets for promotional assistance.

Madison Children’s Museum: Madison Children’s Museum (MCM) is an award-winning organization that 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 about MCM, including a fact sheet and detailed exhibit descriptions, please visit <http://www.madisonchildrensmuseum.org/about-mcm/newsroom/>.