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FOR IMMEDIATE RELEASE

Madison Children's Museum to Participate in Wisconsin Museums Week May 14–22

MADISON, Wis. (Tuesday, May 10, 2011) — Madison Children's Museum will participate in Wisconsin Museums Week from May 14–22 with free admission for museum employees and volunteers, as well as special programs throughout the museum during the week to celebrate the event.

Free admission to Madison Children's Museum will be available for all Wisconsin museum employees, docents and volunteers from Saturday, May 14, through Sunday, May 22. To receive free admission, guests must show their museum ID, name badge or business card at the front desk.

The 2011 theme for Wisconsin Museums Week is "Museums and Memory: Objects Tell Your Story," focusing on museums as collective memories of the communities in which we live. Wisconsin Museums Week has been held in conjunction with International Museum Day on Wednesday, May 18, since 2006 and is sponsored by the Wisconsin Federation of Museums. The week provides museums with the opportunity to promote their institutions to the public, draw attention to the important role of museums in society, and encourage the exchange of ideas between professionals in different fields.

Here is a lineup of the Children's Museum's week of events, which are open to all visitors:

Saturday, May 14: "Solar Oven Cooking Demonstration," 2–3 p.m., on the Rooftop Ramble. Participants will learn how to use the power of the sun to cook nutritious food. This is a drop-in program with no registration required.

Sunday, May 15 – 10 a.m.–noon, and **Thursday, May 19,** 5:30–7:30 p.m., Log Cabin Tour. Guests can learn about the museum's 1830s Log Cabin. This is a drop-in program with no registration required.

Thursday, May 19 – Green Building Tour, 5–6 p.m. Visitors can take a free tour of the building that points out all of the museum's sustainable features, along with salvaged and repurposed materials. This tour is geared toward an adult audience; however, all ages are welcome. Registration is required at least 24 hours in advance. To make reservations: 608.256.6445, ext. 550, or registration@madisonchildrensmuseum.org

Thursday, May 19: Retro Technology Night, 5:30–7:30 p.m. Join us for demonstrations of technologies and gadgets from the past. This is a drop-in program with no registration required.

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Saturday, May 21: SPARK! Information Session, 3–3:30 p.m.

In honor of the Wisconsin Museums Week theme, Madison Children’s Museum will host an information session on its SPARK! Workshops. SPARK! Is an intergenerational family program for children 7 and up, their parents and a grandparent with early memory loss. The program is a monthly, free 90-minute art workshop utilizing objects from the museum’s collections that features art looking, art making and a family reception with refreshments. At this information session, guests can meet Arts Coordinator Angela Johnson to learn more about the program.

Museum hours are 9:30 a.m.–5 p.m. daily, and Thursdays until 8 p.m. The usual admission prices apply for regular guests.

For more information on Wisconsin Museums Week and a list of all participating museums and their special events, go to the event’s website, <http://www.wisconsinmuseums.org/museum-week.php>.

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/>.

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