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FOR IMMEDIATE RELEASE

Madison Children's Museum Awarded \$10,000 to Spread Green Practices to All Museums

MADISON, Wis. (May 26, 2010) – Madison Children's Museum was named the winner of the Association of Children's Museums (ACM) and MetLife Foundation's Promising Practice Replication Award at the association's annual InterActivity conference last week in Houston.

The museum will use the \$10,000 award to develop an online tool kit based on its *Only Local* initiative, for which it won a 2010 Promising Practice Award. Throughout the building and design process, museum staff, consultants, and collaborators went beyond the already strict LEED certification requirements and set the goal of using only materials and people from within 100 miles of Madison. The tool kit, which will be part of the museum's GreenExhibits.org website that was launched in the mid-1990s, will guide other museums toward creating their own healthy, sustainable environment for kids and their families. By outlining how to employ local people, use local products, and develop processes that engage local constituents, the museum will assist other institutions in creating a facility that is not only green, but also reflective of its community.

"Winning the 2011 Promising Practice Replication Award is truly an honor for us," says Ruth Shelly, executive director of Madison Children's Museum. "With these funds, we can now share the talent and innovation of our staff and collaborators with museums worldwide, so that every museum can learn how to go beyond green by emphasizing a local focus."

Madison Children's Museum has tapped into its community in many ways: More than 120 Wisconsin artists have created permanent public art; more than 13,000 children from every Madison public elementary school contributed to a bottle cap mosaic display in the Bakke Art Studio; and local volunteers share their talent throughout the facility, from the 1830s Brand Log Cabin to the Rowland Rooftop Ramble. The museum is a showcase for local materials, with natural, reclaimed, and recycled materials scattered throughout for a Wisconsin feel.

About ACM & MetLife Foundation: The Association of Children's Museums provides leadership, professional development, advocacy, and resources to its member organizations and individuals. Each year, children's museums reach more than 30 million children and families. For more, visit ChildrensMuseums.org. MetLife Foundation supports museums across the country for the important role they play in educating people of all ages, and the valuable resources they provide for schools and communities.

About Madison Children's Museum: Madison Children's Museum (MCM) is an award-winning organization whose 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/>. To download photos for media use, please visit our Flickr page at <http://www.flickr.com/mcmmarketing>.