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FOR IMMEDIATE RELEASE

## Players to Don Kid-Designed “Moo” Jerseys for MCM Day at the Mallards

MADISON, Wis. (June 14th, 2010) – The Madison Mallards will be playing in Madison Moo jerseys on Saturday, June 19, which is Madison Children’s Museum Day at the Mallards and is also being dubbed “What If?” Night.

When the Mallards first became a team, they were intended to be called the Madison Moo, but when new owner Steve Schmitt took over, he preferred the Mallards name. Children 12 and under were asked to design a jersey on the following premise: What if the team had been called the Madison Moo? The winning design will be worn by the players on the Mallards’ 10<sup>th</sup> anniversary this Saturday, when they square off against the Rapids Rafterers at Warner Park.

First place in the jersey contest went to Killian O'Rourke of Madison; second place went to Henry Bresser of Sun Prairie; and Olivia Rawson of Verona took third place. Killian, age 10, will be honored at Saturday’s game when he throws out the first pitch. He will receive a membership to the new Madison Children’s Museum, opening Aug. 14, plus a Trek bike and a real jersey of his design. The players’ jerseys will be sold in a silent auction at the game, with a portion of the proceeds going to the museum.

The gates open at 4:05 p.m, and the museum will hold craft activities and do face painting at the ballpark until game time at 6:05 p.m. Museum staff also will sell raffle tickets for a birthday party package at the museum, to be redeemed between Aug. 14, 2010, and Aug. 14, 2011; and a picnic table in the Mallards’ all-you-can-eat-and-drink Duck Blind, redeemable for the 2010 season.

To purchase tickets, which are \$6, visit [www.mallardsgroups.com](http://www.mallardsgroups.com) and enter the code **MCM10**. The Mallards are generously donating a portion of the ticket sale proceeds back to the museum.

The Mallards’ “What If?” Night and the jersey contest is sponsored by Madison Children’s Museum, Trek, Madison.com, Carr Valley Cheese and the Wisconsin Milk Marketing Board. Special thanks go to the judges for the jersey design contest: C.J. Thieleke, field manager for the Madison Mallards; Sara Crass, manager of Trek Bicycle Stores; Karin Wolf, arts program administrator for the Madison Arts Commission, Dennis Semrau, sports reporter for The Capital Times; and Shayna Miller, associate and style editor at Madison Magazine.

**Madison Children’s Museum:** Madison Children’s Museum (MCM) 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 children’s imaginations and the power of play as the cornerstone of learning.

The museum moved from its former facility at 100 State Street on Jan. 4 and is preparing for its grand opening at 100 N. Hamilton Street on the Capitol Square. It will reopen with plenty of new, exciting exhibits along with some favorites from the old location. While the museum is closed, go to [MadisonChildrensMuseum.org](http://MadisonChildrensMuseum.org) for a schedule of Road Show events.