



Contact: Amy Mertz, 608.576.8296
amertz@madisonchildrensmuseum.org

FOR IMMEDIATE RELEASE

Shop MCM's Annual Benefit Sale on Sunday

MADISON, Wis. (July 12, 2010) — Madison Children's Museum will mark down remaining merchandise for its Annual Benefit Sale of American Girl Returns and Seconds on Sunday, July 18, from 8 a.m. to noon at the Annual Benefit Sale Warehouse, 8830 N. Greenview Drive, Middleton. This year's sale includes overstock and returned items, such as 2009 Girl of the Year, Chrissa; historical dolls; doll clothing; and other miscellaneous items. A complete list is available at MadisonChildrensMuseum.org.

Tickets for the sale on Saturday, July 17, were required in advance and are sold out. MCM members are invited to shop from 6:30 to 8 a.m. on Sunday before the sale opens to the public; a membership card and photo ID are required for admission before 8 a.m. Tickets for Sunday's public sale will be issued on site beginning at 6 a.m.

The Annual Benefit Sale of American Girl Returns and Seconds is a fundraising event that attracts customers from around the country. American Girl donates merchandise which has been returned or is overstock, and Madison Children's Museum volunteers to get the products ready for resale. Funds raised are shared between MCM and American Girl's Fund for Children, which supports programs and services for children in Dane County. Over the past 20 years, the museum's share of the proceeds have comprised up to a third of the museum's annual operating budget, and helped maintain exhibits and programs.

Media are invited to cover the sale through stories, photos or video footage on either Saturday or Sunday. Please call 608.576.8296 to arrange for interviews.

MCM would like to thank the AT&T Real Yellow Pages and the Mattel Toy Store in Middleton for their sponsorship of this year's sale, as well as American Girl's Fund for Children.



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. 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 moved out of its 100 State Street facility on Jan. 4 and is preparing for the opening of its new facility at 100 N. Hamilton Street on the north corner of 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 a schedule of Road Show events, sponsored by Target.