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FOR IMMEDIATE RELEASE

## MCM's Green Rooftop Festival Weekend July 23–24

MADISON, Wis. (Thursday, July 14, 2011) — Madison Children's Museum is hosting a two-day summer event that celebrates alternative energy and sustainable urban living. The Green Rooftop Festival Weekend will take place on the museum's Rooftop Ramble on Saturday and Sunday, July 23–24, from noon–2 p.m. each day.

The museum has designed the weekend festival to educate young visitors on new ways to care for and protect the planet. Visitors will have the opportunity to see, experience, and interact with the environment.

Activities will teach important environmental concepts such as sustainability, composting, recycling, and alternative energy. Programs will introduce some of the unique green features of the museum, including an inanimate chicken that hatches "solar" eggs, and the solar oven used to cook vegetables grown right on the green roof. Additionally, there will be a focus on gardening and food-related topics.

Madison Children's Museum was built with a commitment to the environment and hopes to become the first LEED-certified museum in Madison. Many elements of the museum are constructed from reclaimed and recycled materials. The repurposed gym floor in the Possible-opolis exhibit area won an award this year for its design and commitment to sustainability. The museum's Wilderrest is built out of non-toxic, natural materials and sustainably harvested, local hardwoods.

The Rooftop Ramble is a fully accessible, four-season exhibit area that includes the Clubhouse; a live animal collection of turtles, chicks, chickens, mice, and other small animals; vegetable and flower gardens; and exhibit components with an environmental focus.

Access to the Green Rooftop Festival will be open to all museum visitors at the standard admission rates.

The museum thanks Placon Corporation for its support of the Green Rooftop Festival Weekend.

**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 the museum, 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>.

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