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FOR IMMEDIATE RELEASE

## Children's Museum Surpasses \$10 Million Capital Campaign Goal With Surprise Gift

MADISON, Wis. (August 10, 2010) — Madison Children's Museum surpassed its Ready, Set...Grow! capital campaign goal of \$10 million at its Wonder Ball opening gala on Saturday night with a surprise gift of \$250,000 from Nate Brand to name the museum's 1838 log cabin.

"More than 500 attendees at last night's event were extremely generous through our raffle, silent and live auctions, but Nate's gift took us over the top," remarked Ruth Shelly, the museum's executive director. "We continue to be honored and humbled by the community's outpouring of support for our mission to serve children and families through this wonderful place to learn through play."

While the museum's campaign goal was \$10 million, the project budget is \$11.5 million. The museum was planning to finance the remaining \$1.5 million, but any gifts beyond the \$10 million goal will reduce the loan amount.

Gifts toward the capital campaign are still coming in and will be gratefully accepted through the museum's opening weekend, August 14-15. All gifts will be recognized on the museum's website, and those greater than \$1,000 will be recognized with permanent signage. For more about the museum's capital campaign or to make a donation, please visit [MadisonChildrensMuseum.org](http://MadisonChildrensMuseum.org) and click on the Support menu.

**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 and encourage children's imaginations and the power of play as the cornerstone of learning.

The museum will open to the public in its new, permanent home at 100 N. Hamilton Street on Saturday, August 14, with plenty of new, exciting exhibits along with some longtime favorites.

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