



For Immediate Release

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Betty Brinn Children's Museum Announces Camp Brinn

The new event will be held in Museum Center Park and will support the organization's Special Admissions Fund and its new mobile Museum concept, the Betty Brinn Roadshow.

MILWAUKEE, WI – (June 15, 2021) The Betty Brinn Children's Museum announces their annual fundraiser, Camp Brinn, to be held on August 5, 2021 from 6-9 PM. The event will take place in the Museum Center Park in downtown Milwaukee and will have a casual format inspired by the nostalgia of summer camp.

Area businesses, community leaders and other supporters are invited to participate in the Museum's largest, adults-only, annual fundraiser. The funds raised at Camp Brinn will help to support two important initiatives for the Museum. The first is the Special Admissions Fund, a program created to increase access to the Museum for under-resourced families. The second is the Museum's new, mobile concept, the Betty Brinn Roadshow. The Roadshow, still in development, will serve as a vehicle, both figuratively and in function, to deliver Museum programming in community settings and for special events. A 22 ft utility truck has been donated by We Energies to the Museum for the purpose of the Roadshow project. Mobile programming is expected to launch in June of 2022.

"We are so excited for this year's Museum's format," said Betty Brinn Children's Museum Board Chair Greg Nickerson. "Camp Brinn will capture childhood wonder and highlight the importance of play for all children. We look forward to welcoming guests into an immersive evening that will support the Museum's mission."

Camp Brinn attendees will enjoy a variety of food stations from Zilli Hospitality Group, live music, and fundraising activities. Corporate sponsorships, underwriting opportunities and tickets are available at www.bbcmkids.org/campbrinn.

"After a challenging year, we cannot wait to welcome Museum supporters back to rediscover everything the Museum has to offer for families," said Betty Brinn Children's Museum Executive Director Brian King. "Camp Brinn will help to support the Museum's goals now and as we move forward toward new and exciting ventures."

About Betty Brinn Children's Museum

The mission of the [Betty Brinn Children's Museum](http://www.bbcmkids.org) (BBCM) is to inspire all children to wonder and explore their world through play and innovative, hands-on learning experiences. The Museum opened in 1995 and serves almost 200,000 visitors each year at its downtown Milwaukee location. BBCM is dedicated to ensuring that all children have access to its interactive educational exhibits and programs designed to promote the social, emotional and intellectual growth of children from birth through age 10.

Camp Brinn Sponsors

2021 Camp Brinn sponsors include: Camp Director: Kohl's Department Stores; *Head Camp Counselor*: Bader Rutter; *Counselors*: Baird, Hammes Company, JP Morgan Chase & Co., US Bank; *Jr. Counselors*: David Heiny & Stacy Buening, Children's Wisconsin, Deloitte, Foley & Lardner LLP, Heartland Value Fund, ManpowerGroup, Milwaukee Bucks and PNC Bank.

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