



For Immediate Release

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Betty Brinn Children's Museum Announces Extended Hours of Operation

The Museum will extend days of operation to Wednesday-Monday beginning March 23.

MILWAUKEE, WI – (Mar. 14, 2022) — The Betty Brinn Children's Museum will expand their schedule to be open six days a week. Beginning Mar. 23, the Museum will be open on Wednesday from 9:30 a.m. to 3 p.m. and Thursday through Monday from 9:30 a.m. to 4:30 p.m.

"We are excited to welcome families to the Museum on Wednesdays," said Museum CEO Brian King. "This will likely be the Museum's last addition to the week, as we plan to remain closed on Tuesdays. We continue to see a rise in attendance as more families, and recently school groups, are returning to the Museum."

The Museum encourages families to secure reservations in advance through their online ticketing system. Masks and face coverings are encouraged for all guests. Information about visiting can be found at www.bbcmkids.org.

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.