



**For Immediate Release**

March 27, 2023

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**Betty Brinn Children's Museum Announces Spring Break Events and New Hours of Operation**

*The Museum will host a Spirit Week April 3-7 in celebration of their 28th birthday.*

MILWAUKEE, WI – (March 27, 2023) — The Betty Brinn Children's Museum will welcome families off of school for spring break with themed days and additional days of operation. The Museum will host a special Spirit Week from Apr. 3-7. Themes include Dress-Up Day on Apr. 3, Birthday Celebration on Apr. 4, Sports Day on Apr. 5, Animal Day on Apr. 6, and Pajama Day on Apr. 7. Apr. 4 will mark the Museum's 28th birthday. Additional information about the Museum's Spirit Week can be found at [www.bbcmkids.org/events](http://www.bbcmkids.org/events).

Beginning Saturday, April 1, the Museum will be open Wednesday through Monday from 9 a.m. to 4:30 p.m. The Museum will be open on Tuesday, March 28, from 9:30 a.m. to 4:30 p.m., and on Tuesday, April 4, from 9 a.m. to 4:30 p.m. The Museum will be closed on April 9.

"We hope that our Spirit Week will offer a fun opportunity for children to dress up and enjoy our special, themed programming," said Museum CEO Brian King. "In addition to our local community, we are excited to welcome families traveling for their spring break."

The Museum encourages families to secure reservations in advance through their online ticketing system. Information about visiting can be found at [www.bbcmkids.org](http://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.