



For Immediate Release

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Betty Brinn Children's Museum Announces New Hours of Operation for 2022

The Museum will extend days of operation to Thursday-Monday beginning January 10.

MILWAUKEE, WI – (Jan. 10, 2022) — The Betty Brinn Children's Museum will expand their schedule to include additional days and hours in 2022. Beginning Jan. 10, the Museum will be open Thursday through Monday from 9:30 a.m. to 4:30 p.m. The Museum will discontinue their morning and afternoon play sessions, maintaining continuous business hours.

"While we are not ready to return to our pre-pandemic schedule, the addition of Mondays is one step closer," said Museum CEO Brian King. "We hope the transition to an additional day and longer open hours provides families with more flexibility to plan their visits."

The Betty Brinn Children's Museum's comprehensive health and safety policies are still in place for visiting families and staff. This includes stringent cleaning procedures, hand sanitizing stations, and the requirement for visitors ages three and older to wear face coverings at all times. The Museum encourages families to secure reservations in advance through their online ticketing system. The Museum's safety guidelines and 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.