



**For Immediate Release**

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**Betty Brinn Children's Museum Announces the Return of New Year's Eve at Noon**

*The Museum's mid-day event will help families with young children welcome 2022 together.*

MILWAUKEE, WI – (Dec. 7, 2021) — The Betty Brinn Children's Museum's family-favorite New Year's Eve at Noon event will return on Friday, Dec. 31. Families can enjoy a dance party, an appearance by the Museum's Artist-In-Residence Wes Tank and a 12 p.m. ball-drop ceremony. The Be A Maker space will be open for families to create DIY noisemakers leading up to the countdown. In recognition of winter break for many children, the Museum will be open additional days. Hours of operation are limited to 9:30 a.m.-12:30 p.m. on Friday, Dec. 31, and the Museum is closed on Saturday, January 1, 2022.

"New Year's Eve at Noon has historically been one of the Museum's most popular and exciting events," said Museum CEO Brian King. "It's a great opportunity for children to experience New Year's excitement without parents having to stay up until midnight."

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](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.