



**For Immediate Release**

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## **Betty Brinn Children's Museum Launches New Online Education Platform with a Global Reach for Children**

*The Museum introduces Play in the Cloud powered by GLOMADO, a new online platform offering live, interactive workshops with instructors from around the world.*

MILWAUKEE, WI – (October 1, 2020) — The Betty Brinn Children's Museum today launched its brand-new platform for online education — Play in the Cloud powered by GLOMADO. Families, students and educators seeking creative and cultural enrichment opportunities can visit the platform and register for a hands-on workshop led in real-time by a Museum educator or a GLOMADO instructor from across the globe.

"We are proud to introduce our cloud-based platform that extends the Museum's educational resources to children in the Greater Milwaukee area and beyond like never before," said Museum Executive Director Brian King. "Play in the Cloud enables us to bring impactful Museum programming and authentic cultural learning experiences right to families' homes, as well as to students who are doing in-class instruction or remote learning."

Play in the Cloud workshops consist of hands-on arts, crafts and maker activities, including designing a robot, jewelry making, creating a journal, cooking and folklore crafts. Workshops are taught live by Museum educators and GLOMADO global instructors who represent more than 50 countries. All workshops are limited to six participants or less and many come with GLOkits, which contain the main workshop supplies, delivered right to the learner's door.

To expand its educational reach, the Museum partnered with GLOMADO, a technology company founded by educators, to create the Play in the Cloud website that features an ever-expanding number of enrichment workshops for purchase. Users can browse for workshops by activity type, age, country or keyword, and then schedule a day and time to livestream their secure session on Zoom. The Museum is a privately funded 501(c)(3) nonprofit organization and a portion of all Play in the Cloud workshop purchases support its mission.

"We're partnering with the Betty Brinn Children's Museum because they are at the forefront of innovation in the museum space. As an organization, they think outside the walls of their museum — they are tech trailblazers and creative visionaries," said GLOMADO CEO. "Together, we're working to reshape what a children's museum can be in the digital age, and we could not have asked for a better partner than the Betty Brinn Children's Museum."

To access Play in the Cloud powered by GLOMADO, visit [www.bbcmkids.org/playinthecloud](http://www.bbcmkids.org/playinthecloud)

### **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, which is temporarily closed. 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.

**About GLOMADO**

GLOMADO is a fun and educational technology platform designed to connect people through culture, and to connect cultures through people. We offer live, hands-on, culturally-rooted workshops on a range of crafts and activities. Our workshops are hosted by talented instructors from around the world, and are purposely small to foster meaningful interactions. During the workshops, Learners and Instructors not only get to make or do something creative and culturally-rooted — they also get to connect with each other. Many Learners invite their family and friends to participate in workshops with them for an even more intimate, shared experience.

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