



For Immediate Release

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Betty Brinn Children's Museum to Close Temporarily Starting March 14

MILWAUKEE, WI – (March 13, 2020) — The Betty Brinn Children's Museum announced today that it will temporarily close to the public starting tomorrow, March 14, to support the efforts of public health officials to contain the spread of coronavirus (COVID-19).

"The safety of our staff and visiting families is the Museum's priority," said Museum Executive Director Brian King, "While we do not have any suspected or confirmed cases connected to the Museum, closing to the public supports recommendations by Wisconsin health officials to minimize gatherings of people and maintain the cleanest environment possible. We will continue to discourage travel for our staff to affected areas and follow the guidance of the City of Milwaukee Health Department, Wisconsin Department of Health Services and the Centers for Disease Control regarding our operations and reopening. We look forward to announcing when we can invite families back to play."

In addition to suspending general admission, all announced programming and events will be canceled until further notice. More information is available at bbcmkids.org and the Museum will respond to inquiries received via email at questions@bbcmkids.org.

About Betty Brinn Children's Museum

The mission of Betty Brinn Children's Museum (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.

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