



For Immediate Release

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Betty Brinn Children's Museum to Close Temporarily Through January 5

MILWAUKEE, WI – (Dec. 27, 2021) — The Betty Brinn Children's Museum announced today that it will temporarily close to the public starting today, Dec. 27, 2021, through Wednesday, Jan. 5, 2022 due to staffing challenges related to the Omicron variant.

"We are incredibly disappointed to announce our closure for winter break," said Museum CEO Brian King. "Like many other companies and organizations, the rapid spread of the Omicron variant has impacted our employees, and we simply do not have sufficient staff to operate the Museum safely at this moment. We will continue to monitor the public health situation and look forward to inviting families back to play in the new year."

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 the [Betty Brinn Children's Museum](https://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.