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MILWAUKEE PUBLIC MUSEUM, BETTY BRINN CHILDREN'S MUSEUM PURSUE AN ALLIANCE, COLOCATION

Developing plan to enable BBCM to become a tenant at the future home of MPM

MILWAUKEE – The Board of Directors of the Milwaukee Public Museum (MPM) and the Board of Directors of the Betty Brinn Children's Museum (BBCM) recently voted to pursue an alliance that would enable the museums to collocate.

"While the details of the alliance between MPM and BBCM remain to be ironed out, this marks the first critical step in what will be a years-long process to create a space where our community can enjoy two world-class museums under one roof," said Dr. Ellen Censky, President & CEO of the Milwaukee Public Museum. "MPM has been working toward a new museum for several years now, and while we still need to finalize where that new museum will be located, we are thrilled that this alliance will enable Betty Brinn Children's Museum to collocate in that space."

The proposed alliance would enable the museums to remain two distinct entities, with Betty Brinn Children's Museum being a tenant in a new, state-of-the-art building. MPM and Betty Brinn Children's Museum will both benefit from being located in a new, custom-built space.

"We could not be more excited as we look to the future and see all the potential that this alliance with the Milwaukee Public Museum will mean," said Brian King, Executive Director of the Betty Brinn Children's Museum. "Colocating these two organizations will benefit our community by providing an even richer, more diversified museum experience for visitors of all ages, and making the visitor experience easier for families throughout Wisconsin."

This milestone comes after months of exploration and discussion with museum leadership, community stakeholders, and potential donors. MPM and Betty Brinn Children's Museum will both benefit from being located in a new, custom-built space.

In the coming days and weeks, leadership from both organizations will come together to determine the details of the alliance and to envision how it can further strengthen both organizations' abilities to inspire curiosity and learning for those in Milwaukee, Wisconsin, and beyond. In the meantime, additional information about how and why MPM and BBCM are pursuing a partnership is available at mpm.edu/alliance.

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About the Milwaukee Public Museum (mpm.edu)

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The Museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rainforest, and a

live butterfly garden as well as the Daniel M. Soref Dome Theater & Planetarium. The Museum houses more than 4 million objects and hosts some half a million visitors each year.

MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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, which is temporarily closed. BBCM is dedicated to ensuring that all families 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. Free educational resources for learning at home and more information about the Museum, including reopening announcements, can be found at bbcmkids.org.