



For Immediate Release

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Betty Brinn Children's Museum Announces Access Program for Low-Income Families

Museums for All to increase accessibility of high-quality museum learning resources

MILWAUKEE, WI – (June 21, 2021) — Today the Betty Brinn Children's Museum announced that it has joined *Museums for All*, a signature access program of the Institute of Museum and Library Services (IMLS), administered by the Association of Children's Museums (ACM), to encourage people of all backgrounds to visit museums regularly and build lifelong museum-going habits. The program supports those receiving food assistance (SNAP) benefits visiting the Betty Brinn Children's Museum for a minimal fee of \$2 per person, up to four people, with the presentation of a SNAP Electronic Benefits Transfer (EBT) card. Similar free and reduced admission is available to eligible members of the public at more than 500 museums across the country. *Museums for All* is part of the Betty Brinn Children's Museum's broad commitment to seek, include, and welcome all audiences.

[*Museums for All*](#) helps expand access to museums and also raise public awareness about how museums in the U.S. are reaching their entire communities. More than 500 institutions participate in the initiative, including art museums, children's museums, science centers, botanical gardens, zoos, history museums, and more. Participating museums are located nationwide, representing 48 states.

About Betty Brinn Children's Museum

The mission of the [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.

About the Institute of Museum and Library Services (IMLS)

The Institute of Museum and Library Services is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit www.ims.gov and follow us on Facebook and Twitter.

About Association of Children's Museums (ACM)

The Association of Children's Museums (ACM) champions children's museums worldwide. With more than 400 members in 48 states and 20 countries, ACM leverages the collective knowledge of children's museums through convening, sharing, and dissemination. Learn more at www.childrensmuseums.org.