

# Central Wisconsin Children's Museum

Serving Central Wisconsin Families Since 1997. [cwChildrensMuseum.org](http://cwChildrensMuseum.org)

## DRUMROLL, PLEASE...

You've been asking for it and now it's here!

The Central Wisconsin Children's Museum (CWCM) is excited to announce its new location – 925 Centerpoint Drive.

### ONE DOLLAR DEAL

The museum's Board of Directors has been working diligently with the Dial Corporation to come to an agreement on an incredible opportunity for CWCM. Dial Corporation has agreed to sell 18,000 square feet of the existing mall for **\$1** to CWCM.

After exploring a variety of location options, the Board of Directors decided that this was the best location and opportunity for the museum for a variety of reasons including:

- The children's museum will remain an anchor in the downtown area, attracting families to the waterfront, restaurants and retail shops.
- By renovating a current building rather than building something new, we are cognitively thinking about the environment and acting **GREEN**.
- The in-kind donation from Dial Corporation allows us to expand our operations at a fraction of the cost of constructing a brand new building.

### MORE EXHIBITS – MORE LEARNING – MORE FUN

This new location will provide us with much needed space to expand our exhibits and programming. In response to requests for rotating exhibits, CWCM has been offering a variety of temporary exhibits which have further increased the need for more exhibit space. The expanded location will allow us to offer additional traveling and permanent exhibits as well as additional space for special programs, parties, and events.

Over the past 11 years, CWCM has been well-received by the community and our attendance continues to skyrocket. In fact, our annual attendance in 2008 increased 22% from 2007... and we've seen a 587% increase since 1997 – the year the museum opened. Additionally, over the past year, our membership has increased 35% and our overall revenue has increased 83%. Based on these statistics, it is evident that the need for affordable family activities has never been more important.

While we've been relatively small in size, we've been able to accomplish great things for our community. Just imagine what we will be able to provide with the expanded space!

### THANK-YOU!

Your support is making a difference in our community. We hope you'll continue to provide a place where children and adults can play and explore together – building confidence, capabilities, and creativity.

We are so excited about this opportunity and thank all who have helped or will help make this a reality! **Come grow with us....Our Future is NOW!**

