



For Immediate Release

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Betty Brinn Children's Museum Announces Winter Break Schedule and Events

The Museum's mid-day event will help families with young children welcome 2024 together.

MILWAUKEE, WI – (Nov. 20, 2023) — The Betty Brinn Children's Museum's family-favorite New Year's Eve at Noon event will return on Sunday, December 31. Families can enjoy a dance party and a 12 p.m. ball-drop ceremony. The Be A Maker space will be open for children to create DIY hats and noisemakers leading up to the countdown. Local entertainer DJ Shawna will be featured at the event from 11 a.m. to 12:30 p.m.

The Museum will be open additional days for winter break. Hours of operation for Tuesday, Dec. 26 through Saturday, Dec. 30 are 9 a.m.-4:30 p.m. The Museum will be open from 9 a.m.-2 p.m. on Sunday, Dec. 31; and closed on Sunday, Dec. 24, Monday, Dec. 25, and Monday, January 1, 2024.

Starting Dec. 21, the Museum will introduce a new Play Lab experience called "Cozy Cabin." In this winter-themed adventure, children can enjoy sock skating on a synthetic ice rink and visit a pretend cocoa stand. Additionally, families can explore "Velocity," the Museum's special exhibit, where they can roll and race golf balls on tracks, loops, and hills, experimenting with concepts like gravity, acceleration, speed, and distance.

"We are so excited to celebrate 2024 early with New Year's Eve at Noon," said Museum CEO Tina Quealy. "In addition to the fun activities for families leading up to the countdown, we can hardly wait to hear DJ Shawna's setlist!"

The Museum encourages families to secure reservations in advance through their online ticketing system. Information about visiting can be found at www.bbcmkids.org.

About Betty Brinn Children's Museum

The mission of the [Betty Brinn Children's Museum](http://www.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.