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TWO NEW EXHIBITS TO OPEN AT THE BETTY BRINN CHILDREN'S MUSEUM IN SEPTEMBER

MILWAUKEE, WI (August 25, 2026) – Starting this September, families will have two new play experiences to enjoy when visiting the Betty Brinn Children's Museum. *Wild Kratts®: Creature Power®!*, an interactive exhibit based on the popular PBS Kids series, will open on September 26, and a brand new Northwoods exhibit will open earlier in September.

Wild Kratts®: Creature Power®! is an adventurous exhibit that invites kids and families to explore animal habitats from around the globe, discover the animals that live there and learn all about their incredible Creature Powers®. The exhibit was created by Minnesota Children's Museum in collaboration with The Kratt Brothers Company and will be at the Betty Brinn Children's Museum through January 17, 2027.

"This exhibit will get kids moving and thinking while they explore important concepts in science and the natural world," said Chris Kratt, executive producer of Wild Kratts and co-founder of The Kratt Brothers Company.

As Museum visitors journey through the Tropical Rainforest, Antarctic, the Australian Outback Desert and a neighborhood backyard, they'll get the chance to:

- Sneak through the forest with the stealth of a jaguar
- Swing through the trees like a spider monkey
- Test their hops against a kangaroo
- Slide on ice like a penguin

To celebrate the opening of the exhibit, Tatiana's Tiny Zoo will be at the Betty Brinn Children's Museum on Saturday, September 26 from 3:30-4:30 p.m. leading an insect and reptile meet-and-greet. Participation in this program will be included with general Museum admission on a first-come, first-served basis.

Betty Brinn Children's Museum members will also be invited to enjoy exclusive, member-only play time in the exhibit on September 26 from 5-7 p.m. This after-hours event is free for members, but reservations are required and can be made at bbcmkids.org/tickets.

The second new experience, opening in mid-September, is the Museum's custom-built Northwoods exhibit. Designed for children ages 3-8, Northwoods will offer an immersive nature-inspired journey for kids and caregivers to spark curiosity, build teamwork and support a variety of play types.

“Northwoods brings the whimsy of Wisconsin’s iconic landscape to life in a way that is playful, hands-on and uniquely designed for families. We are delighted to share this custom-made experience with Milwaukee and inspire lifelong connections to both learning and nature,” said Tina Quealy, CEO at Betty Brinn Children’s Museum.

The Northwoods exhibit will feature:

- An immersive climbing structure to engage gross motor skills through physical play.
- A quest narrative featuring a family of foxes to encourage imaginative play, collaboration with caregivers and peers, and critical thinking skills.

To make room for these two new and exciting exhibit experiences, the Museum’s Let’s Play Railway! exhibit will be removed from the floor. Families will be able to play in the train exhibit through September 17.

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The Northwoods exhibit is sponsored in part by Forest County Potawatomi Foundation, MKE 2024 Host Committee, Inc., Lynn S. Nicholas Family Foundation, The Melitta S. and Joan M. Pick Charitable Trust and The Tate Family Foundation.

About Betty Brinn Children’s Museum

Through the power of play, the Betty Brinn Children’s Museum (BBCM) fosters joy, confidence and curiosity in children and families, inspiring a journey of lifelong learning. BBCM is dedicated to ensuring that all children have access to its immersive, educational exhibits and programs designed to promote the social, emotional and intellectual growth of children from birth through age 8. The Museum opened in 1995 and serves nearly 175,000 visitors each year at its downtown Milwaukee location.

The Betty Brinn Children’s Museum is open Wednesday-Monday from 9 a.m.-4:30 p.m. It is closed to the public on Tuesdays and select holidays. Learn more and purchase admissions online at bbcmkids.org.

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