



**For Immediate Release:**

April 15, 2024

**Contact:**

Amanda Sobczak, Director of Marketing and Communications  
414-390-KIDS (5437), ext. 287/asobczak@bbcmkids.org

## **Betty Brinn Children's Museum Announces New Vice President of Marketing and Communications**

*Stacy Bartsch joins Museum's Senior Leadership team and will drive the marketing initiatives.*

MILWAUKEE, WI – (Apr. 15, 2024) — The Betty Brinn Children's Museum has announced Stacy Bartsch as their new vice president of marketing and communications. Bartsch joins the 45-person staff, with Tina Quealy as the Museum's CEO. Bartsch has more than 20 years of experience in marketing strategy, campaign management and development.

"I am both thrilled and grateful to be joining the Betty Brinn team during this exciting time," said Bartsch. "I look forward to leveraging my insights and experiences to increase the Museum's visibility, reach and impact."

Most recently, Bartsch served as the director of marketing for the Milwaukee Ballet, where she led the strategy and execution of the Milwaukee Ballet's marketing, brand and public relations efforts across the Company and School & Academy. Prior to the Milwaukee Ballet, she held leadership roles at Bader Rutter, Aurora Health Care and Children's Wisconsin. Bartsch holds a degree in Communications from UW-Oshkosh. She resides in Mequon with her husband and three children.

"We warmly welcome Stacy Bartsch to our organization, and we are excited for her to lead our marketing strategy and grow our storytelling initiatives," said Tina Quealy, Betty Brinn Children's Museum's CEO. "Stacy's proven expertise in campaign development and public relations come at a pivotal time in the Museum's history, as we approach our relocation and new home."

### **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.