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## **Milwaukee Public Museum Sets Attendance Record**

MPM Welcomes more than 26,000 Visitors during their “Gifts to the Community” Weekend  
Sponsored by the Greater Milwaukee Foundation

Milwaukee—January 26, 2015—The Milwaukee Public Museum and Greater Milwaukee Foundation teamed up this weekend to present the first of twelve “Gifts to the Community,” a program established by the Foundation to provide the public with unique experiences that showcase the people, places and opportunities that make greater Milwaukee special. More than 26,000 people visited MPM during the all-access, free weekend, making January 24 and 25, 2015 easily the busiest two days in the Museum’s 130-year history.

“The public has given us the answer to the question everyone has been asking about public funding for Milwaukee culture: Yes. Yes, they value this museum and other cultural institutions, and yes, they will come if it is affordable,” said Dennis Kois, MPM President and CEO. “We’re so grateful for the generosity of the Greater Milwaukee Foundation for making this free weekend possible.”

MPM hosted 26,737 visitors during the “Gifts to the Community” celebration, which equates to more than 6% of the Museum’s typical annual visitation, or 1.7% of the entire Milwaukee metro population.

“Witnessing the look of delight on children’s faces as they saw the woolly mammoth skeleton for the first time, and hearing other guests reminisce about their favorite exhibits at the Milwaukee Public Museum really brought home the impact this weekend of access had in our community,” said Ellen M. Gilligan, president and CEO of the Greater Milwaukee Foundation. “We hoped this gift would allow the whole community to experience one of our region’s greatest treasures together, and we are thankful for the Museum’s partnership in bringing this opportunity to so many people.”

In honor of its centennial in 2015, the Greater Milwaukee Foundation is offering “Gifts to the Community” in a year-long celebration of the generosity and dedication to the common good that inspired the Foundation’s creation 100 years ago. The Foundation is teaming up with local nonprofits and FOX 6 Milwaukee to announce a new Gift to the Community each month.



### **About the Milwaukee Public Museum**

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The museum was chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Daniel M. Soref National Geographic Theater and Planetarium. The museum houses more than 4.5 million objects and hosts nearly half a million visitors each year.

The MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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