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FOR IMMEDIATE RELEASE

**Help The Milwaukee Public Museum  
Complete the Streets!**

August 25, 2015 – Milwaukee, WI – When the Milwaukee Public Museum (MPM) opened the *Streets of Old Milwaukee (Streets)* in 1965, we couldn't have imagined its future popularity. Throughout the last 50 years, this beloved exhibit has become part of the Milwaukee story and holds a special spot in the heart of every Milwaukeean. *Streets Reimagined* will continue to carry on that heritage.

After MPM announced *Streets* would temporarily close for renovation, we received numerous calls, emails and social media mentions from fans. Interest in the reimagination was so high, MPM wanted to offer the community opportunities to participate in the experience.

“One of the greatest parts about working on *Streets* is the memories people want to share with you,” said Julian Jackson the Museum’s Director of Exhibits and Graphics. “Everyone has a story about the first time they saw *Streets*, or the first time they brought their own children. What really surprised us was how many people talk about an item that may have belonged to their grandparents or great-grandparents currently housed in the exhibit. Everyone wants something of theirs in *Streets*.”

Here’s the chance for every Milwaukeean to have something of their own in *Streets*. Several special projects to “Complete the *Streets*” still need funding. We believe that supporting these special projects will provide Milwaukeean with another *Streets*’ story to tell.

Whether you miss the working water pump, want to pedal a high-wheel bicycle or long to smell the scent of a turn-of-the 19<sup>th</sup>-century bakery, every *Streets* fan will find a favorite they want to see in the exhibit. You can donate a little, or a lot, but the next time you and your family stroll down the cobblestones, you’ll be able to point out the part of *Streets* that you helped make possible.

The “Complete the *Streets*” campaign will run from August 25 to October 6. Descriptions of each of these special projects is available at <http://www.mpm.edu/join-support/donate/complete-streets> and contributions of any amount are fully tax-deductible. *Streets of Old Milwaukee* will reopen in December 2015.

**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 Dome Theater & Planetarium. The museum houses more than 4.5 million objects and hosts some 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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what will you find?