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**FOR IMMEDIATE RELEASE**

**Children’s Museum of Atlanta to host 14th annual
“Amuse’um: Color Your World” fundraiser on March 25**

*Signature benefit to support Museum’s childhood educational programming and community outreach*

**ATLANTA (March 2, 2017) –**A imaginative night of creativity and celebration, **Children’s Museum of Atlanta** will host its 14th annual **Amuse’um** fundraiser, themed “**Color Your World,**” on **Saturday, March 25** from **7-11 p.m.** Featuring a vibrant evening of fun, festivities and fare, Atlantans are invited to commemorate Atlanta’s *only* children’s museum. This signature adults-only benefit, presented by Georgia Natural Gas, supports the Museum’s mission to spark imagination and inspire discovery and learning for all children through the power of play.

Amuse’um will feature a spectrum dancing, a DJ, raffle giveaways and live and silent auctions, including an extravagant getaway for eight to the charming French village La Roque Gageac, a private dinner for 20 at Atlanta’s famed Staplehouse, wine tasting for 20 hosted by Total Wine and a signed baseball by Braves catcher Tyler Fowlers, just to name a few.

Amuse’um co-chairs Allegra Lawrence-Hardy and Sarah-Elizabeth Reed promise a spectacular evening as the Museum honors one of Atlanta’s most beloved and generous citizens Lovette Russell.

This annual event attracts a diverse crowd of more than 500 attendees from across the greater Atlanta area, who contribute to the ongoing and important work of the Museum. All proceeds support Children Museum of Atlanta’s early childhood educational programming and community outreach that touches the lives of more than 200,000 children and families annually. Serving the children, families and schools in Atlanta and throughout Georgia, the Museum has welcomed more than 2 million visitors since opening in 2003.

With the premise that meaningful play provides the essential foundation for life-long learning, Children’s Museumfeatures bright, hands-on exhibits designed to spark imagination and inspire discovery. By engaging children through the power of play, these exhibits introduce young learners to core educational concepts, laying the groundwork that will help children succeed in school and ultimately in the global economy.

Tickets are $150 per person. For more information on *Amuse’um 2017: Color Your World,* visit [childrensmuseumatlanta.org](http://www.imagineit-cma.org) or call Laura Halad at 404.527.5908 for information regarding sponsorships. The Museum will be closed on Saturday, March 25 in preparation for Amues’um.

**About Children’s Museum of Atlanta:**

Children’s Museum of Atlanta is the only educational venue of its kind in Atlanta, presenting educational programs and exhibits designed for young children ages 0-8. The Museum’s mission is to spark imagination and inspire discovery and learning for all children through the power of play. With six permanent learning zones consisting of bright, creative and hands-on exhibits, the Museum supports inventive play-based exploration and experiential learning focused on the whole child. Core competencies for literacy, math and science are promoted throughout all exhibits and programming in alignment with the state and national Core Performance Standards. The Children’s Museum of Atlanta also offers parties, memberships, field trips, summer camp and private events.For more information or to support Children's Museum of Atlanta, visit [childrensmuseumatlanta.org](http://www.childrensmuseumatlanta.org) or call 404.659.KIDS [5437].

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