



Children's Museum
of Atlanta



An event to benefit Children's Museum of Atlanta

CONTACT:

Alison Wentley

BRAVE Public Relations

404.233.3993

awentley@emailbrave.com

FOR IMMEDIATE RELEASE

Lions and Tigers and Bears—\$245,000 raised during 2019 Amuse'um fundraiser! Oh My!

Partygoer contributions aid the Museum's mission of supporting early childhood education programming, community outreach and special needs initiatives

ATLANTA (April 16, 2019) – A festive crowd proved that “**There’s No Place Like CMA**” during the 16th annual **Amuse’um fundraiser** held at **Children’s Museum of Atlanta** on **Saturday, March 16**. The signature adults-only *Wizard of Oz* themed benefit celebrated the city’s *only* children’s museum while raising funds to support the Museum’s early childhood education programming, community outreach initiatives and special education program research, training and development. This spectacular evening, co-chaired by Sydney Langdon and Natalie Williams, honored Molly Battin, a long-time supporter who led the Museum’s early work to clearly define and articulate our mission and brand.

“There is no greater joy than being able to help all children learn through the power of play,” said Jane Turner, executive director for the Museum. “The generous donations made by our friends and supporters this year helped us raise \$245,000. This funding will help us continue to break down barriers and make education through the power of play possible for young, developing minds across Atlanta.”

Guests followed the yellow brick road to **Children’s Museum of Atlanta** and found a variety of activities and entertainment, including Field of Poppies whiskey pull, Zoltar the fortune-teller, dancing, fabulous food, opportunities to pose with iconic characters from the *Wizard of Oz* and the Amuse’um signature candy buffet. Attendees also participated in live and silent auctions with chances to win tickets to the 2020 Final Four; an electric bike, New York Broadway getaway; and the opportunity to see some of the top concerts, including Ariana Grande, Carrie

Underwood, New Kids on the Block and the Backstreet Boys, at State Farm Arena. The evening also featured an enter-to-win opportunity for a seven-night getaway to one of the following locations, Hawaii, Spain, the Bahamas and Mexico.

This annual event attracts a diverse crowd of more than 400 attendees from across the greater Atlanta area who contribute to the ongoing and important work of the Museum. All proceeds support Children's Museum of Atlanta's early childhood educational programming and community outreach that directly impacts more than 220,000 children and families annually. Serving the children, families and schools in Atlanta and throughout Georgia, the Museum has welcomed more than 2.8 million visitors since opening in 2003.

With the premise that meaningful play provides the essential foundation for life-long learning, Children's Museum of Atlanta features hands-on exhibits designed to spark imagination and inspire discovery. These exhibits introduce young learners to core educational concepts that lay the foundation that will help children succeed in school, and ultimately in the global economy, through the power of play.

###

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 0-9. The Museum's mission is to change the world by sparking every child's imagination, sense of discovery and learning 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. 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 or call 404.659.KIDS [5437].

Museum Admission: Plan ahead and save! Families can purchase timed tickets online in advance to save money and guarantee entry to the Museum. Babies under 12 months and members are admitted for free. All daily programs are included in price of admission. Group rates and military discounts are available. For more information regarding ticket and membership options, visit childrensmuseumatlanta.org.

Museum Hours: Monday, Tuesday, Thursday and Friday 10 a.m. – 4 p.m.; Saturday and Sunday 10 a.m. – 5 p.m.; Closed on Wednesdays. Please check the Museum website to confirm hours of operation.