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FOR IMMEDIATE RELEASE

Children's Museum of Atlanta to host Atlanta's most fun fundraiser:
Amuse'um, March 16

Signature, adults-only benefit inspires play with Wizard of Oz themed celebration

ATLANTA (February 14, 2019) – Follow the yellow brick road to **Children's Museum of Atlanta** for the 16th annual **Amuse'um** fundraiser, themed “**There's No Place Like CMA,**” on **Saturday, March 16**. During the signature benefit, taking place from **7-11 p.m.**, Atlantans are invited to don a pair of sparkly red slippers and celebrate the city's *only* children's museum with a colorful evening filled with costumed characters, delicious dishes, Field of Poppies whiskey pull and, of course, the return of the beloved candy bar! This adults-only benefit supports the Museum's mission to change the world by sparking every child's imagination, sense of discovery and learning through the power of play.

Amuse'um co-chairs Sydney Langdon and Natalie Williams promise a magical evening as the Museum honors Molly Battin, Executive Vice President & Global Chief Communications and Corporate Marketing Officer for Turner. A long-time supporter of the Children's Museum of Atlanta and seasoned expert in branding and communication, Battin led the museum's rebranding, paving the way for its extensive renovations in 2015. Molly continues to dedicate her time to the power of play and currently serves on the advisory board for the Children's Museum of Atlanta.

“Molly has dedicated her expertise and creativity to Children's Museum of Atlanta at pivotal times in our history,” said Jane Turner, Executive Director for the Museum. “Her involvement has helped the Museum communicate that there is no greater joy than learning through the power of play.”

Amuse'um will include a fabulous lineup of fun activities, including a “Good Witch” vs. “Bad Witch” science-off, a fortune teller, dancing and live and silent auctions – with a chance to win tickets to the Final Four; an electric bike; Southwest Airline tickets; and the opportunity to see favorite performers, including Ariana Grande, Carrie Underwood, New Kids on the Block, and Backstreet Boys at State Farm Arena. Guests can also purchase raffle tickets to score the ultimate seven-night getaway to one of four beach hideaways in Hawaii, Spain, The Bahamas or Mexico.

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's Museum of Atlanta's early childhood educational programming and community outreach that touches the lives of 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, laying the groundwork that will help children succeed in school and ultimately in the global economy, through the power of play.

Tickets are \$150 per person. For more information on *Amuse'um 2019: There's No Place Like CMA*, visit childrensmuseumatlanta.org or call Laura Halad at 404.527.5908 for information regarding sponsorships. To learn more about the raffle or to purchase a ticket; visit bit.ly/AmuseumRaffle19. The Museum will be closed on Saturday, March 16 in preparation for Amuse'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. 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].

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