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**Note:** One image attached to e-mail

**FOR IMMEDIATE RELEASE**

## **Museum raises \$16,500 through Sock It Away campaign**

MADISON, Wis. (Feb. 15, 2010) — Madison Children's Museum's new building has become a reality thanks to many generous people, but now the children who will use it can be counted among the donors.

The Sock It Away kids' campaign raised \$16,500 to apply toward the Ready, Set ... Grow! capital campaign. The money was counted recently at Home Savings Bank, where hundreds of socks were emptied into the bank's coin sorting machine.

The Sock It Away kids' campaign invited kids to get involved and contribute to the new museum by finding a spare sock and filling it with spare change. The campaign kicked off on Nov. 8, 2008, with a Sock Hop and ran for about a year. Along with collecting socks, supporters also adopted socks, local schools held penny drives, and KEVA Sports Center of Middleton generously donated \$15,000 toward the campaign. The total collected for Sock It Away includes hundreds of dollars counted from the coin vortex near the former State Street museum's entrance.

The collected socks, many of which were donated by LittleMissMatched, will be transformed into art by local artist Renee Roeder-Earley. Roeder-Earley's ability to draw with her thread has made her a well-known local artist, and her sock sculpture will be displayed in two-story atrium of the new museum at 100 N. Hamilton Street.

Madison Children's Museum would like to thank everyone who participated in Sock It Away, including Crystal Lake Day Camp in Lodi and Once Upon a Time Child Care Center in Verona. Special thanks also goes to Home Savings Bank, the Great Dane Pub and Brewing Co., and KEVA Sports Center for hosting sock drop-offs.

**Madison Children's Museum:** Madison Children's Museum (MCM) is an award-winning organization which fosters family and community connections, and provides a place where every child can learn through play in an interactive environment. MCM's hands-on exhibits and programs celebrate and encourage children's imaginations and the power of play as the cornerstone of learning.

The museum closed its doors at 100 State Street on Jan. 4 and is preparing for the opening of its new facility at 100 N. Hamilton Street on the north corner of the Capitol Square. It will reopen August 14 with plenty of new, exciting exhibits along with some favorites from the previous location. While the museum is closed, go to [MadisonChildrensMuseum.org](http://MadisonChildrensMuseum.org) for a schedule of Road Show events, sponsored by Target.

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