

Brady Exhibit Opens at Betty Brinn Children's Museum

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The Brady Corporation Jr. exhibit at the Betty Brinn Children's Museum opened this morning, much to the excitement of children visiting the museum. Brady Corporation Foundation funded the exhibit with a \$150,000 grant over three years.

Brady Corporation Jr., a permanent exhibit at the museum, is a simulated manufacturing environment appropriate for kids. They can tryout different roles to prepare, assemble, and pack a variety of safety signs like those manufactured at Brady and have fun as they learn the importance of manufacturing and producing a quality product. When "production" is complete, an interactive map, conveyor system and overhead hoist will help the young "workers" ship their finished products around the world.

Brady also donated safety signs and pipe markers for use in "Under Construction," an adjacent exhibit featuring the construction industry.

As part of Brady's partnership with Betty Brinn, employees are eligible to receive unlimited FREE admission (up to four people per visit) to the Betty Brinn Children's Museum through the Museum's Corporate Member program (details below).

In addition to serving the children who visit the museum, Brady's donation helps to ensure the sustainability of the museum. Betty Brinn is committed to serving low-income and disadvantaged families, so to keep admission costs low the museum rents and sells exhibits to generate revenue. Betty Brinn has developed a reputation as a museum that produces high-quality educational exhibits. The museum can now market Brady Corporation Jr. to other museums across the country providing Brady unique exposure and generating revenue for the museum.

Kid workers assemble safety signs like puzzles, package them for shipment, send the packages down the conveyor and ship them.

"Betty Brinn is a great fit for the Brady Corporation Foundation's commitment to ensuring today's youth get off to a great start in life and ensure their place in the future leadership pipeline," said Al Klotsche, president, Brady Asia/Pacific and president for the Foundation. "We are pleased that our donation brings to the Museum new and innovative exhibits and the potential for an on-going revenue stream. Betty Brinn is a great asset to the Milwaukee area community and I hope many of our employees can come down and enjoy this with their families."