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**MILWAUKEE PUBLIC MUSEUM REVEALS FUTURE MUSEUM NAME AND LOGO**

*Museum will be known as Nature & Culture Museum of Wisconsin when it opens in 2027*

**MILWAUKEE** — Milwaukee Public Museum (MPM) announced today that it will change its name to the Nature & Culture Museum of Wisconsin and adopt a new logo when it opens the doors to its new home at the corner of N. Sixth Street and W. McKinley Avenue in downtown Milwaukee in 2027.

The following quotes were issued in celebration of this milestone:

**David Crowley, Milwaukee County Executive**

“The Nature & Culture Museum of Wisconsin will feature Milwaukee County’s priceless collections in new and exciting ways to continue fostering curiosity and appreciation of our world’s natural and cultural diversity,” **said Milwaukee County Executive David Crowley.** “This new name and our future museum reflect the stories that connect us all, and the new logo reminds us of the museum’s nature-inspired architecture that will elevate Milwaukee’s skyline. I am proud that Milwaukee County is a partner on this project and look forward to watching families and children be inspired by the Nature & Culture Museum of Wisconsin for many years to come.”

**Sheldon Wasserman, 3rd District Supervisor, Milwaukee County Board of Supervisors**

“The Nature & Culture Museum of Wisconsin will become a new landmark in the heart of downtown Milwaukee, where residents and visitors alike can explore the natural and cultural history of our city, state and beyond. I look forward to welcoming the Museum into our neighborhood where it will inspire generations to come.”

**Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors**

“Renaming the museum the Nature & Culture Museum of Wisconsin reflects a striking and necessary evolution – one that honors our past while embracing the diversity of voices, histories and environments that make Wisconsin unique. I’m proud to support a space where all visitors can learn, reflect and see the value of their histories and experiences represented.”

**Robert Wittke, Wisconsin State Representative, Assembly District 63**

“The unveiling of the new name for Wisconsin’s largest and most visited natural history museum marks a significant step forward in our state’s commitment to education and cultural enrichment. The Nature & Culture Museum of Wisconsin will serve as a

cornerstone for learning among Wisconsinites of all ages. As a member of the Building Commission, I am proud to support initiatives that invest in our educational infrastructure and celebrate our rich natural heritage.”

**Cavalier Johnson, Milwaukee Mayor**

“We’re incredibly fortunate to have Wisconsin’s largest natural history museum and the state’s most visited museum located right here in Milwaukee, attracting half a million visitors to our city each year. This new name and brand will only further enhance the Museum’s prominence as a statewide institution, and Milwaukee’s reputation as a premier tourist destination.”

**Joel Brennan, President, Greater Milwaukee Committee**

“As the Greater Milwaukee Committee and our partners continue to elevate the Milwaukee area as a strong and thriving community, projects like the Nature & Culture Museum of Wisconsin are essential. People of all ages, backgrounds and neighborhoods will be able to come together to hear new stories from new voices, while still being able to revisit the stories and voices that have stuck with them for years. Whether you’ve visited the Milwaukee Public Museum 100 times or the Nature & Culture Museum of Wisconsin will be your first exposure to the organization, this museum will make you feel proud to be a Wisconsinite.”

**Jay and Madonna Williams, Honorary Campaign Co-Chairs, “Wisconsin Wonders” Capital Campaign**

“This moment marks an exciting chapter in our institution’s nearly 145-year-old legacy. The Nature & Culture Museum of Wisconsin will not only feature new stories from people and cultures throughout time, but will also remain committed to the mission of the Milwaukee Public Museum. Every gift to the “Wisconsin Wonders” capital campaign brings us closer to shaping this new museum into a place where stories can be shared, our mission can be furthered, and generations can come together to learn from and celebrate our great state.”