**BRINGING ART INTO OUR COMMUNITY**

Zena Ruiz, Program Manager, has developed the ability to examine the layers of a piece of art, pulling out strands that will engage a child. She bridges the gap through collaborative paintings, musical events and cultural activities.

**SMILES FROM THE START**

For thousands of Museum visitors every year, Jordan Robinson, the front desk associate, is the first person they see. Her connection with kids and knowledge about the Museum allows her to direct children to exhibits based on their interests.

**A SECOND HOME**

A two perspective story at “Community Museum” of the Hosanna House: stories from our Teaching Artist, Kyle Murphy, and from visitors Dreda Cuttler and her two sons.

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**MAKING SPACES: ACROSS THE NATION**

After a successful launch in local schools in 2015, the Children’s Museum has spread this program across the country. It’s helping teachers, students, administrators, and parents integrate ‘making’ into the school community, and doing it in a way that is sustainable.

**A SENSORY-FRIENDLY SPACE**

A two perspective story on accessibility in the Museum: stories by Exhibits Fabricator and Technician, Amanda Tinker, and visitors Matthew Sieg and his parents.

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**Miss Yvonne and Miss Mattie**

We would like to thank two women who played significant roles in our early childhood programs.

This spring, Yvonne Atkinson retired after 15 years at the Museum. Best known as Miss Yvonne, she was the driving force behind many of our early childhood education programs. Through sensory play, songs, and movement, Miss Yvonne provided our youngest visitors with engaging and supportive experiences. In fact, in 2015 Kidsburgh named Yvonne one of Pittsburgh’s early childhood educators that can change your family’s life.

Yvonne’s mother, Mattie Powell, was a longtime Museum volunteer and assistant to Yvonne. Sadly, Miss Mattie passed away in September, leaving behind a legacy of service.

These remarkable women brought so much joy to the children, parents, and staff at the Children’s Museum, and their warmth and kindheartedness will be missed by everyone whose lives they touched.
Dear Friends,

It’s been another exciting year at the Children’s Museum! Thanks to the hard work of our incredible board and staff, we continue to be a nationally-recognized leader in research, education and design of museum experiences.

Though our national reputation has grown, many of the most important lessons are learned at home within the Museum walls and in the surrounding community. Our MAKESHOP, and its partnerships with local organizations like Hosanna House and Action Housing, have shown children of all ages and backgrounds that they too can be a maker, a learner, a creator.

Our groundbreaking work in education has led to another groundbreaking of sorts: the renovation of the neighboring Carnegie Library into the world’s first Museum Lab for learning. Projected to open in early 2019, Museum Lab will allow for more complex museum experiences for older children. The hope is that through these experiences and our educational research, we will continue to transform education for children of every age, not only in Pittsburgh, but across the country.

I look forward to helping the Children’s Museum continue to grow and I can’t wait to see what happens next.

Michael Duckworth
Board President
BRINGING ART INTO OUR COMMUNITY

As a 22-year-old mother and art student at Carnegie Mellon University, Zena Ruiz would bring her daughter, Sawyer, into the studio. Ruiz set up a space next to her so the toddler could play with small scraps of wood, string and charcoal.

Ruiz didn’t know it at the time a decade ago, but her practical, creative approach to childcare was good preparation for her future as the Program Manager of Children’s Museum of Pittsburgh. Through the F.I.N.E. Artist Residency program and summer camps, Ruiz invites artists to the Museum to connect with families by sharing their work and inviting them into the artistic process.

Though artists and young museumgoers have a shared interest in art, they rarely cross paths. Ruiz, now 31, bridges the gap through collaborative paintings, musical events and cultural activities such as the Lunar New Year celebration.

As the 2014 recipient of the F.I.N.E. residency herself, Ruiz has developed the ability to examine the layers of a piece of art, pulling out strands that will engage a child. Instead of hyping artwork as something magical, Ruiz takes a more straightforward approach. “I tell them that this is a little taste of what this artist does in the studio. It’s about taking away the baggage of making art and being playful about it.”

Iris Gottlieb, a California-based illustrator and former F.I.N.E. resident, brought several meticulous drawings of everyday objects commonly found on an office desk. Ruiz and Gottlieb experimented with several concepts before coming up with a way to bring the technique to children—collecting an assortment of scissors from the art studio. Each child who came to the program selected a pair of scissors and drew it. Then, Gottlieb created a composite by tracing all the scissor drawings onto a grid.

Other F.I.N.E. artists have organized collaborative painting projects, instilling a sense of camaraderie as they guide the children through various art-related concepts. “A collaborative painting is freeing,” Ruiz said. “The children feed off each other. ‘If you do this, then I am going to try this.’”

Ruiz, whose practice includes sculpture, performance art, and printmaking, has a far reach in the art world. Her connections have helped her to bring notable artists to the Museum including Ada Rajcovic, curator and activist with Get Artists Paid, and Michael David Battle, founder of Garden of Peace Project. The two have worked together leading art camps for children from the North Side, bringing campers into the art world through activities such as time capsules, meditation, print and sign making, and garden graffiti.

Ruiz credits her days as a young woman balancing art and motherhood as her inspiration for bringing artists and kids together. “I wouldn’t have the same perspective if I hadn’t had Sawyer so young,” she said. “That gave me the confidence that other kids can use real tools and real materials.”
“Always a great time! Everyone is so friendly, and my daughter loves coming there. We drive almost two hours just to visit.”

—Teddi Ferguson, November 16, 2017
A little boy in a grey felt hat toddled up to the front desk of the Children’s Museum of Pittsburgh. “I love your hat,” said Jordan Robinson, the front desk associate, leaning over to make eye contact. Beaming, he twirled and then ran off to the climbing wall.

The next customer, a tiny girl covered in Minnie Mouse tattoos, hid behind her mother. But when Robinson said softly, “Minnie’s the coolest,” the shy girl peeked out and grinned.

For thousands of Museum visitors every year, Robinson is the first person they see—an uber-enthusiastic, ultra-informed kid whisperer. She sells tickets and Museum memberships, directs kids to different areas based on their interests, and even tracks down the occasional wanderer.

When their parents are busy getting their tickets at the front desk, wiggly, excited kids often recognize the tiny 30-year-old who is sometimes mistaken for a high-school student. “I know you,” they say to her.

Robinson loves to explore the Museum and sometimes leads field trips and works in exhibition spaces. Her connection with kids and knowledge about the Museum allows her to direct children to exhibits based on their interests. To a child who loves art, she suggests the Art Studio. To a kid squirming in line, she might point the way to the Garage.

For Robinson, the Museum is the ideal job. “It’s reunited me with my inner child,” she said. She trains other front desk employees how to greet families.

When the Museum is ready to close for the night, some little ones make it clear to everyone within earshot that they aren’t ready to leave. Robinson has the secret to turning off the tears. “I’m so sorry—the Museum has to go to sleep, but you can always come back.”
Every day after school, students pour into Hosanna House in Wilkinsburg and play with circuit blocks, create costumes, or build figures out of recycled materials. Kyle Murphy, a teaching artist at the Children’s Museum of Pittsburgh, said that this is their “maker space,” and he wants their imaginations to soar. “It’s free choice,” Murphy said. “It’s informal learning.”

Murphy works at the “Community Museum” of Hosanna House. Because many of the families in Wilkinsburg can’t get to the North Side, the Museum replicated its popular MAKESHOP exhibit and brought it to the community center.

“Transportation to the main Museum is difficult. This is an awesome opportunity for lots of families,” Murphy said. “They come from the school down the street. It’s in the heart of their community.”

Murphy tries to instill the youngest children with confidence to try new art projects and not worry about the finished product. The older kids, though, set individual goals—making a costume, weaving fabric, or creating sculptures. “We try not to push our own goals too hard,” he said.

Sabrina Vantine is an art instructor and Murphy’s partner at Hosanna House community center. “It’s the best of both worlds,” Murphy said. “She brings more structure when we have 10 different projects going at once. I bring more flexibility and a spontaneous feeling. It’s a good system.”

One group of teenagers was so passionate about the costumes they were making that they requested an extra three hours in the maker space on a Friday. Murphy thought they might get bored or need a break, but no. This was their project, and they spent the whole time making art.
Dreda Cuttler’s two sons find plenty of fun things to do at the Children’s Museum of Pittsburgh, but on weeknights, it’s impractical for the Wilkinsburg family to travel to the North Side. “By the time we do homework and everything, it’s closed,” she said.

Cuttler is grateful that one of the boys’ favorite parts of the Museum has come to them—the MAKESHOP. It’s a room filled with imagination and the creative materials kids need to make their project ideas come to life. And it’s right inside Hosanna House in Wilkinsburg.

Connor Cuttler, 6, goes there once a week during the after-school program, and he’s busy—painting pictures of himself and his brother, making a birdhouse with a hot glue gun, and flying paper airplanes in the wind tunnel.

“MAKESHOP helps me and my brother relax,” said the first grader. “It makes me so comfortable and I learned a whole lot of stuff.”

Dreda said the staff has given Connor confidence with his drawing and coloring skills. “They taught him how to take his time on projects.”

Aundre, 13, also likes making things and learning how to use a hot glue gun, saw, screwdriver, and other tools at the satellite MAKESHOP. “I made this little table with cardboard and paper. It stayed together until my brother came into my room.”

The boys have also made crafts and other projects as part of the summer day camp organized by Hosanna House.

The time they spend there stokes their creativity to a whole new level, Dreda said. “Every time they come home, they talk about MAKESHOP. It speaks volumes about the kind of activities they do and the staff. I like the fact that they’re learning and also having fun.”

Aundre Cuttler, 13, learns how to weave at Hosanna House.
With guidance from Children’s Museum of Pittsburgh, 10 schools in southwestern Pennsylvania raised a collective $100,000 to bring maker education to their students. The program helped students learn by crafting, designing, and tinkering with technology, both new and old.

After a successful launch in local schools in 2015, the Children’s Museum has spread the program across the country. And it has attracted big-name sponsors. Making Spaces: Expanding Maker Education Across the Nation, is a partnership between Google, Maker Ed, and Children’s Museum of Pittsburgh.

The program has designated 15 “hubs”—museums, libraries, and other partners that work with nearby schools. Each hub guides local schools through the initial process of launching an online crowdfunding campaign to raise money to create a makerspace.

“But it’s more than buying stuff,” said Lisa Brahms, Director of Learning and Research at Children’s Museum of Pittsburgh. “It’s a way of helping teachers, students, administrators, and parents integrate ‘making’ into the goals of the school community, and doing it in a way that is sustainable.”

The Scott Family Amazeum, a new hands-on interactive museum in Bentonville, Ark., is one of the 15 hubs set up to guide schools as they incorporate maker education into their classrooms. Amazeum works with 11 schools, including large public ones, small rural ones, and a charter school.

At Old High School in Bentonville, one of the schools supported by the Amazeum, a sixth-grade social studies class closed their books and got their hands dirty as they explored life in ancient Egypt. They built pyramids, mummies, sarcophagi, and scrolls from clay and cardboard. “They were so excited about it and learned so much,” said their teacher, Shelley Harris. “The chaos was necessary for the goal of deeper learning.”

Some of the hubs host intensive training programs for educators who are interested in bringing maker education into their classroom. At the Children’s Museum, teachers attend boot camps—four days of immersion in the maker experience. As Brahms puts it, “You can’t learn to be a maker educator in a few hours.”

Mindy Porter, the Director of Education at the Amazeum, is grateful for the ongoing support from the staff at Children’s Museum of Pittsburgh, who flew out to Arkansas to assist. “It’s so helpful to be connected with a bigger network.”

As a model based in creativity, the maker movement gives each school the freedom to implement it in a way that best meets its needs. Some have students make things in class, while others integrate “making” skills into after-school programs.

“Making can be an approach to learning,” Brahms said. “Learners bring their own intentions to learning goals rather than teaching prescribed outcomes. It’s hands-on, minds-on education.”

Map displaying 2017–2018 hubs. Visit makeshoppgh.com/resources/making-spaces to see a list of the partners.
“I took my 21-year-old brother with autism and the staff was very welcoming and inclusive. Everyone was extremely friendly and encouraging. I really appreciated it and I’ll definitely come back!

— Lexy Yxel, September 23, 2017
For one afternoon each month, Children’s Museum of Pittsburgh hands out noise-cancelling headphones and covers the strobe light used to capture visitors’ shadows in the Attic. The staff turns off the overhead announcements and puts signs up to warn visitors of loud noises, like the powerful air blowers and ice grinder in the Waterplay area.

On Sensory-Friendly Tuesday, as the second Tuesday of every month is called, the Museum softens its lights and sounds for kids who otherwise find it overwhelming. With a few accommodations, children on the autism spectrum or with Down’s Syndrome, epilepsy or other special needs are free to learn, explore, and create on their own terms.

“It’s the only time we have signs out for different spaces so people can plan accordingly,” said Amanda Tinker, Exhibits Fabricator and Technician who works on accessibility issues. “We want to prepare people for sudden movements or noises and direct them to quiet areas.”

The Museum also holds a sensory-friendly Halloween event and other parties before or after Museum hours for those who get overwhelmed by crowds. “We have parents say, ‘If you didn’t open early, there is no way we could bring our son or daughter to the party.’”

When Tinker designs new exhibits for the Museum, she keeps the needs of all children in mind. For instance, she ensures exhibits are low enough for a child in a wheelchair. Or if an interactive exhibit includes a light, she adds a sound signal so that children with vision impairments can enjoy the same activity. The Museum also offers programs with American Sign Language interpretation.

“We are trying to be inclusive so that everyone feels as comfortable as they can in our space.”
Matthew Sieg hit all his development milestones as a baby. Then around his first birthday, he stopped responding to his name, making eye contact, and babbling. "It was like someone flipped a switch on Matthew," his mother, Maureen Welsh said.

An evaluation with a psychologist revealed something his mother suspected—Matthew is on the autism spectrum.

The diagnosis changed the family’s routine, as Matthew began intensive therapy. They also learned to avoid crowds and noisy events that often overwhelmed him. Maureen was grateful when the Autism Connection of Pennsylvania suggested sensory-friendly programming at Children’s Museum of Pittsburgh.

Matthew, now 2, went to his first Halloween party dressed as a skeleton. It was the kind of event the family usually avoided, but Matthew enjoyed every moment of the sensory-friendly party at the Children’s Museum. He danced to music, painted, and trick-or-treated for Play-doh. Museum staff dimmed the lights, turned off the announcements, and offered noise-canceling headphones to their guests.

Maureen appreciated the Museum’s efforts to accommodate all children so they can be part of the spooky fun without too much stimulation.

“He enjoyed himself a lot,” she said.

The family frequently drops in the Museum, which is a short walk from their home in Manchester. They take advantage of as many sensory-friendly events as they can.

Families of children with an ACCESS card, like the Siegs, are given a discount on admission, something Maureen appreciates.

“This is the perfect place for him,” Maureen said. “He can come and it’s not as hectic. We’ve met other families with children on the spectrum, and the Museum staff always make us feel welcome.”
Financial Strength

Children’s Museum of Pittsburgh continues to benefit from a strong financial position, evidenced by maintaining no short or long term debt and maintaining a six-pronged capitalization strategy which includes a Growth Capital Fund, Board Designated Building Reserve Fund, a traditional Endowment Fund, access to Working Capital Funds, Operating Cash Reserves and General Operating Funds.

Our earned revenue has grown significantly in recent years, driven by strong admissions and our business development efforts in traveling exhibits and design. More than 76% of our expenses went towards programmatic outcomes. In the last five years, we’ve become more self sufficient and financially sustainable while serving an ever-expanding audience.
Children’s Museum of Pittsburgh FY17–16 Financial Summary

**TOTAL ACTIVITY**

<table>
<thead>
<tr>
<th>FY 2017</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Assets, Beginning of Fiscal Year</td>
<td>$23,324,929</td>
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<tr>
<td>Earned Program</td>
<td>$4,265,306</td>
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<tr>
<td>Earned Non-Program</td>
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<td>Total Earned Revenue</td>
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<td>Investment Revenue</td>
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<td>Contributed Revenue</td>
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<td>Total Support and Revenue</td>
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**Expenses**

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<tbody>
<tr>
<td>Program</td>
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<td>Fundraising</td>
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<tr>
<td>General &amp; Administrative</td>
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<td>Total Expenses</td>
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**Changes in Net Assets**

<table>
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<tr>
<th>FY 2017</th>
<th>FY 2016</th>
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</thead>
<tbody>
<tr>
<td>$4,782,036</td>
<td>$(116,947)</td>
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</table>

**Net Assets, End of Fiscal Year**

<table>
<thead>
<tr>
<th>FY 2017</th>
<th>FY 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>$28,106,965</td>
<td>$23,324,929</td>
</tr>
</tbody>
</table>

**FY 2017 Support and Revenue By Source**

- Earned: 35%
- Investment: 17%
- Contributions*: 10%
- Grants: 14%
- Special Events: 3%
- Business Development: 5%
- Program: 16%
- Support Services: 14%
- Fundraising: 62%

*Includes Capital Campaign
Thank you for everything you do.

Our sincerest thanks goes to the following individuals, foundations, companies, and government agencies that contributed to the Museum from July 1, 2016, to June 30, 2017. We are deeply grateful for your unwavering partnership and steadfast support.
Hal and Kimberly Burch
Robert Boback
Bill Bodine
Mary Jane and Eugene Bolter
Josh Bow
Mr. Allen D. Bowers and Ms. Susan I. Krouse
Shawn Browne
Betsy and Eric Boughner
Heather and Jeff Bresch
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Christine and Keith Koebley
Jan Korenich
Yuval and Catia Kossovosk
Carol Kotermanski
Sandee Kozel and Mark Rush
with Doran, Ella and Kendall
Justin Krauss
Ken and Linda Krymski
Kenneth and Tracy Kucera
Joseph Kunze and Jennifer Haggerty
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Stephen Kuzma
Erika Kyle
Jennifer Laclair-Pieri and Joseph Pieri
Scott and Sue Lammie
Jason Lapina
Karen and Jim Larimer
Blaise and Katharine Larkin
Chris and Katie Lattimore
Terrence Law

A Revel with a Cause

On June 1, 2017, Children’s Museum of Pittsburgh held its annual fundraising event, the Great Night Gala, inspired by the Hands-On Harley-Davidson exhibit. Chairs Scott and Sue Lammie welcomed more than 400 guests and presented the Great Friend of Children Award to PPG Foundation. PPG Foundation’s rich history of using color to transform spaces in Pittsburgh and around the world has impacted thousands of children. Supporters enjoyed an evening celebrating the spirit of leather, chrome, and the open road artfully interpreted by Bob Sendall and All in Good Taste Productions. A highlight of the night was the grand entrance of Executive Director Jane Werner on a Harley. Many thanks to our supporters and sponsors who helped raise $368,000 to support the Museum’s mission.
Ginger Quallich  
Mr. and Mrs. C.J. Queenan, Jr.  
Shelley Queeser  
Amber Quick and Jake Pawlak  
Marianne and John Radelet  
Brett and Jana Randall  
Michael Richards  
James and Ruth Ridge  
Jason Riley and Ryan Reczek  
Jacqueline and George Ringiesen  
Kathleen Riordan  
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Darlene and John Wisniewski  
Lois and Harry Winslow  
James Woods  
Richard Worl  
Tonia Yockey  
Alicia Yokura  
Kirk Bursley and Penny Zacharias  
McLain Zed

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Mark Bezilja  
Ali Bittner  
Alice Bitzer  
Josh Bow  
Marlee Beuke  
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Kristine Dwyer  
Sayward Elliott  
Eve Elsen  
Shawna English  
Brooke Epps  
Todd Fleming  
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Cody Harding  
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Tim Murray

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Bob Sendall, All in Good Taste  
big Burrito Restaurant Group  
Melissa and Matthew Bizyak  
Amy Braham  
Jen and Brooks Broadhurst  
Brooklyn Brewery  
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The Clemente Museum  
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Heine Jewelers  
HerveTiolet  
Highmark Health  
Hopfarm Brewing Company  
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Innovative Foto
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Loren Alexis
Lucille Karp

In memory of Louis Peightal:
Karen and James Duff
Douglas Mitchell
Connie Fay Ober

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Dr. and Mrs. Charles Cohen
Elie Demkee
Janie and Marty Katz
in honor of Howard Schwartz’ daughter Hannah’s Bat Mitzvah
in honor of Mr. and Mrs. Michael Patz’s son Seth’s Bar Mitzvah
in memory of Beth, on the anniversary of her Birthday
in memory of Beth Cohen,
Meghan Carey, and Edith Grinberg
in memory of Lynn’s beloved father, Arthur
in loving memory of Carol, beloved mother, & grandmother
in memory of Janet, beloved wife and mother
in memory of Steve’s mother Judith
in celebration of Ella’s Bat Mitzvah
in honor of Dr and Mrs Philip Lebovitz’ 50th Wedding Anniversary

Gifts In Honor:
Jennifer Cairns
in honor of Jessica Nock’s commitment to children and the Never Grow Up event
Erica Cohen
in honor of Kim Robbins, an outstanding Fourth Grade teacher at Washington Elementary School
Maggie Culyba
in honor of David Culyba
Allison Gitlitz
in honor of Jude Ross
Virginia Hendricks
in recognition of Jacob McWilliams Highmark Health
in honor of David M. Matter
Lindsay Kopecky
in honor of Jessica Nock’s Birthday
Leslie Lafferty
in honor of Akiesha Gilchrist
Anonymous
in honor of Michael McGarry
Jeremiah Mead
in honor of Douglas Kittenbink Tim Miller and Stephanie Hunter
in honor of Dr. John McCarthy II and Mrs. Amy McCarthy
Michael Richards
in honor of Dan and Art Rooney, Merry Christmas and Happy New Year Lynn and Joel Spiegel
in honor of Sarah Spiegel’s completion of MiPAM Chaton Turner and Andre Smith
in honor of Cecilia Griffin Golden Jane Werner and Robert Rutkowski
in honor of Carol Brown
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in honor of John Malek

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Children's Museum of Pittsburgh's mission is to provide innovative museum experiences that inspire joy, creativity, and curiosity.

We are a partner and a resource for people who work with or on behalf of children, youth, and families.