



Betty Brinn Children's Museum

FOR IMMEDIATE RELEASE

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Maker Faire® Milwaukee – the “Greatest Show (& Tell) on Earth” – promises to delight visitors of all ages again this year.

More than 200 exhibitors are expected to display projects and share their skills and interests with Faire-goers at the the nation's largest free Maker Faire on Sept. 23 and 24 at Wisconsin State Fair Park.

MILWAUKEE, WI – (Sept. 11, 2017) The Betty Brinn Children's Museum and Milwaukee Makerspace, co-hosts of [Maker Faire® Milwaukee](#), are gearing up for their 4th annual event, at Wisconsin State Fair Park. This free event is open to the public on Saturday, Sept. 23 from 10 a.m. to 7 p.m. and on Sunday, Sept. 24 from 10 a.m. to 5 p.m. The Faire is locally produced and funded under a license from Maker Media, Inc., publisher of MAKE: Magazine and creator of the international Maker Faire® program. There are now more than 200 Faires in 41 countries around the world.

Maker Faires are part of the growing, global Maker Movement that is harnessing technology and other resources to change how we will live, work and learn in the future. Faires serve as community hubs for information and dialogue about how making is influencing education, manufacturing, workforce training and economic development, and connect and entertain thousands of attendees who want to share their interests, learn, and create. Visitors to Maker Faire Milwaukee can look forward to seeing the following special attractions and events:

Guinness World Record Attempt

Dalek Asylum Milwaukee will attempt to break the Guinness World Record for the largest gathering of [Daleks](#), at Maker Faire Milwaukee. The current record of 95 was set in 2008 by the National Space Centre in Leicester, United Kingdom. Maker Faire Milwaukee producers, Dalek Asylum Milwaukee and many volunteers have organized a [Dalek Dream Team](#) for the attempt, which will follow specific Guinness World Records guidelines. Faire visitors are encouraged to participate. On Sept. 23, a pop-up Dalek costume shop, with everything needed to make a qualifying entry, will be open at the Faire from 11 a.m. to 1 p.m., and a costume contest follows at 1 p.m. Registration for World Record participants begins at 1:30 p.m. and the World Record attempt will be documented at 2 p.m. To register for the World Record attempt, email Faire producers at daleks@makerfairemilwaukee.com.

The Power Racing Series, with a special guest appearance by the Oscar Mayer Wienermobile

Returning to Maker Faire Milwaukee, and bigger than ever, the [2017 Power Racing Series](#) event will host more than 18 entries from around the state and region, including the Wienermobile, a miniature racer built by a team from the Milwaukee Makerspace. The Wienermobile won races at Maker Faire® Kansas City, attracting the attention of the real Oscar Mayer Wienermobile, which plans to visit the Faire to cheer on its namesake entry during the Power Wheels endurance race on Sunday at 1 p.m.

The Nerdy Derby

[The Nerdy Derby](#), sponsored by Kohls, is a hands-on building activity where guests can assemble and personalize small wooden cars, decorate them with unique materials and then race them down one of Maker Faire Milwaukee's mini racing tracks. *A small fee applies for materials.*

Rock'em Sock'em Robots®, presented by Mod Truss

Weighing in at 300 pounds each, red and blue Rock'em Sock'em Robots® will welcome visitors to try their hand at a round of the game that's just like the original – but bigger!

Young Makers Exhibits

More than a dozen high school FIRST Robotics teams will compete on Sept. 23 and provide demonstrations with their robots on Sept. 24. Other young makers – elementary, middle and high school students – will be exhibiting their projects, including a Formula One car, underwater drones, Raspberry Pi applications, electric circuitry, skateboards, a tiny house and more.

Making in Education Conference

Teachers, administrators and others in the field of education are invited to attend Maker Faire Milwaukee's [Making in Education Conference](#), presented by the Betty Brinn Children's Museum and learn Deep, and presented by Rockwell Automation. Conference presenters will share information and discuss skills and strategies to encourage project-based and STEAM learning in schools, libraries or other learning spaces. Panel discussions and hands-on workshops will include topics such as makerspace approaches, standards-based maker projects and the impact of making on student achievement. For more information, or to register for the Conference online, visit milwaukee.makerfaire.com/education/conference.

About the Betty Brinn Children's Museum

[The Betty Brinn Children's Museum](#) serves more than 240,000 people annually and produces Maker Faire Milwaukee as part of its *Maker Initiative*. The *Initiative* was established in 2013 and expands the organization's core "learning by doing" mission to the larger community through year-round maker programs at the Museum, outreach and other activities. The *Maker Initiative* represents a critical investment in education, and in Milwaukee's long-term economic and workforce development.

Our *Maker Initiative* includes:

- An 800-square foot *Be A Maker Space* that offers daily open making for Museum visitors, workshops and events;
- Maker field trip programs that meet national academic standards and developmental milestones for early learners and community partnerships that bring maker programs to high-needs communities;
- *Maker Faire Milwaukee*, which attracted more than 200 exhibitors and 45,000 attendees in 2016;
- Year-round professional development programs for educators and a Making in Education Community of Practice (COP), a free networking and professional development group that meets regularly to share resources, information, demonstrations and training to support maker educators and their school communities;
- Grants and collaborations that are helping area schools, libraries and other learning environments establish their own makerspaces. The Betty Brinn Children's Museum became a Google Making Spaces Hub institution in 2017 and will begin working with up to ten area organizations this fall to help them to fund, establish and manage new educational makerspaces;
- Education research, including two outcomes studies of maker field trip programs conducted in partnership with the University of Wisconsin-Madison, University of Wisconsin-Milwaukee and Marquette University; and
- local, regional and national advocacy about the impact of the Maker Movement on education, workforce training and economic development.

In addition to the Museum's involvement in the *Making Spaces* program, which is a national partnership between Google, Maker Ed and the Children's Museum of Pittsburgh (CMP), Museum staff are active members of the Global Maker Faire Producers Group, the Association of Science and Technology Centers (ASTC) and the Association of Children's Museums (ACM), and have partnered with the federal Department of Education, the Institute for Museum and Library Services and the New York Hall of Science to develop and deliver maker-educator training programs in our community.

About Milwaukee Makerspace

The [Milwaukee Makerspace](#) is a 16,000-square-foot collaborative workshop in Milwaukee's Bay View neighborhood where members – professionals, hobbyists, artists, crafters and students – share their tools, knowledge and their passion for making.

About Maker Faire

[Maker Faire](#) is the Greatest Show (and Tell) on Earth -- a family-friendly showcase of invention, creativity, and resourcefulness, and celebration of the Maker Movement. It's a place where people of all ages and backgrounds gather together to show what they are making and share what they are learning.

Maker Faire celebrated 191 Faires in 2016 in 38 countries, reaching 1.45 million people around the world. The 12th annual Maker Faire Bay Area, completed in May 2017, welcomed some 1,200 Makers and 125,000 attendees.

Located in San Francisco, California, [Maker Media](#) has been widely credited with jumpstarting the worldwide Maker Movement, which has been a transforming force in innovation, culture, and education. In addition to publishing Make: magazine and producing Maker Faire, Maker Media develops "getting started" kits and books it sells through its [Maker Shed](#) store as well as other retail channels.

Find a Maker Faire near you at makerfaire.com/map. More information about Maker Faire can be found at makerfaire.com.

About Make Magazine

[MAKE](#) is the first magazine devoted entirely to Do-It-Yourself (DIY) technology projects. MAKE unites, inspires, informs, and entertains a growing community of resourceful people who undertake amazing projects in their backyards, basements, and garages. MAKE celebrates your right to tweak, hack, and bend any technology to your will. Download a free issue [here](#).

Besides the magazine and the faire, Make is:

- a vital online stream of news and projects, blog.makezine.com;
- a retail outlet for kits and books, the [Maker Shed](#);
- a steady stream of fun and instruction via our [YouTube channel](#);
- [Make: Projects](#), a library of projects with step-by-step instructions; and
- a publisher of best-in category titles via [Make: Books](#), including introduction to electronics, Raspberry Pi, 3D printing, Arduino and more.

Calendar Editors

A celebration of innovation and DIY culture, Maker Faire Milwaukee 2017 runs Saturday-Sunday, September 23-24, at Wisconsin State Fair Park, 640 South 84th St., West Allis. Admission is free. makerfairemilwaukee.com.

Social Media

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Maker Faire Milwaukee 2017 Sponsors

Maker Faire Milwaukee 2017 sponsors include: *Silversmith*: Rockwell Automation; *Field Trip Friday*: Harley-Davidson

Foundation; *Nerdy Derby*: Kohl's; *Coppersmith*: Brady Corporation, GE Healthcare, ManpowerGroup, and Weld Specialty Gas & Equipment Company and Miller Electric; and *Blacksmith*: Briggs & Stratton, Dohmen Company, Marquette University, National Mango Board, PPG, SeeMeCNC, Taste of Home, and Tormach Inc.

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