

FOR IMMEDIATE RELEASE

Maker Faire® Milwaukee Announces 4th Annual Faire Dates

MILWAUKEE, WI – (March 17, 2017) Maker Faire® Milwaukee producers have announced that this year's Faire will be held on Saturday and Sunday, September 23 and 24, at Wisconsin State Fair Park. Faire organizers will provide special field trip programs to hundreds of disadvantaged students on Friday, September 22, before the Faire opens to the public.

Called the Greatest Show (and Tell) on Earth, Maker Faires happening in more than 40 countries around the world are part science fair, part county fair, and part something entirely new. Maker Faire Milwaukee is one of a small group of Featured Faires that are considered destination events. Featured Faires are held in Berlin, Detroit, New York, Paris, Rome, Taipei, Shenzhen and other world-class cities. Maker Faire Milwaukee is the largest free Faire in the United States. The event is locally produced by the Betty Brinn Children's Museum under a license from Maker Media, Inc., and is co-hosted by the Museum and Milwaukee Makerspace. The 2016 event welcomed more than 300 exhibitors and 45,000 visitors.

The Maker Movement - Education, Workforce Development and Economic Growth

Technology and the Internet continue to transform everything we do, and the global Maker Movement is harnessing these resources to change how we will live, work and learn in the future. Maker Faires provide unique opportunities to highlight innovative projects in a broad range of fields, new products and manufacturing methods, and to teach, inform and engage visitors of all ages.

In education, making – or project-based learning – involves using tools, technology and materials, and learning new skills, like 3D design and printing, soldering, electronics, sewing and others. Making is motivating and inspiring students at all levels to explore the critical STEAM subjects (science, technology, engineering, arts/design and math) and promotes a do-it-yourself attitude, problem-solving, creativity, conceptual thinking and collaboration. MIT and other colleges and universities across the nation now invite prospective undergraduates to submit a Maker Portfolio as part of their application process; making is also revitalizing interest in vocational education. These are just a few of the many ways that the Maker Movement is changing formal education.

Last year's Maker Faire Milwaukee featured hands-on workshops and demonstrations provided by Brady Corporation, Forth, Miller Electric, Weld Specialty, GE Healthcare, Tormach, Coex3D and 3DomFuel, startups, the NASA Glenn Research Center, college and university robotics, rocketry and engineering programs, and individual and group exhibitors presenting metalwork, crafts, art, music, gaming and more.

The Betty Brinn Children's Museum's Maker Initiative

The Betty Brinn Children's Museum produces Maker Faire Milwaukee as part of our *Maker Initiative*. The *Initiative* was established in 2013 and expands our 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;
- *Maker Faire Milwaukee*, produced in partnership with Milwaukee Makerspace. The Faire, now in its fourth year, attracts more than 300 exhibitors and 50,000 attendees;
- *A Making in Education Community of Practice*, offering year-round professional development opportunities to local K-12 classroom educators, administrators and others in the field interested in bringing making into area schools;
- extensive community outreach efforts, including a new pilot program that brings monthly maker programs to some of Milwaukee's high-needs neighborhoods, with partners that include the Milwaukee Public Library, neighborhood schools and social service agencies;
- education research, including two outcomes studies of maker field trip programs conducted in partnership with the University of Wisconsin's School of Education, UWM and Marquette University; and
- local, regional and national advocacy about the impact of the Maker Movement on education, workforce training and economic development.

The Museum is the Wisconsin ambassador for Nation of Makers, an initiative created in 2016 by the White House Office of Science and Technology Policy that is building a national network of makers and promoting making as a tool for revitalizing our cities: <https://makercitybook.com/>.

Museum staff are also active members of the Global Maker Faire Producers Group, which brings together Faire organizers from around the world to share resource and information aimed at priorities, including increasing diversity and access to maker education, showcasing the Maker Movement's growing social impact, and highlighting the influence of making on healthcare and other fields.

The [Betty Brinn Children's Museum](#) serves 240,000 children and adults annually.

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 11th annual Maker Faire Bay Area welcomed some 1,300 Makers and 150,000 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.

Maker Faire Bay Area 2017 at the San Mateo Event Center in San Mateo, CA, will be held Friday-Sunday, May 19-21, 2017. Find a Maker Faire near you at <http://makerfaire.com/map>. More information about Maker Faire can be found at <http://www.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., Milwaukee. Admission is free. www.makerfairemilwaukee.com.

Social Media

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