



DISCOVERY WORLD

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Discovery World Launches Endowment, Honors Milwaukee Champion Michael Cudahy

Milwaukee: Discovery World announced today the creation of the Discovery World Endowment made possible through a lead gift of \$5 million from The Cudahy Foundation. The endowment supports Discovery World's mission to inspire generations to discover the wonders of science and honors one of the founders of Discovery World.

Serving as Discovery World's first endowment specifically designated for general support, the Discovery World Endowment honors the legacy and intent of founder Michael Cudahy by providing long-term sustainability and financial viability to the organization. Discovery World will continue to grow the endowment and launch a capital campaign to raise an additional \$5 million to build new interactive exhibits and enhance experiences for guests.

"This generous gift is a celebration of the passion and vision that Michael Cudahy instilled in Discovery World and the entire city of Milwaukee," said John Emmerich, Discovery World President & CEO. "Whether it's our home on the lakefront, the exhibits with which students and families interact every day, or this amazing investment into our future, Mike Cudahy's legacy will continue to inspire Milwaukee to tinker, experiment and explore the world of science."

Honoring Michael J. Cudahy's Legacy

One of Milwaukee's best-known philanthropists, Cudahy was a pillar in the Milwaukee community during his lifetime. He joined the Discovery World Board of Directors in 1991, ultimately serving as the Chairman of the Board until 2015, and was instrumental in securing Discovery World's current home on the shores of Lake Michigan and strengthening the museum's long-term financial outlook.

"Mike's creativity and tenacity embodied what Discovery World has become," said Terence McMahon, Discovery World's past Chairman of the Board. "I'll always remember the planning stages of the museum and how Mike's constant message that 'we weren't dreaming big enough' ultimately led to this beautiful facility where we inspire community leaders every single day."



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Building Milwaukee's Future

To celebrate his historic philanthropic spirit, Discovery World is launching a community-wide fundraising campaign to honor Mike as a champion of Milwaukee.

"Discovery World exists because of the tireless efforts of Michael Cudahy" said Bruce Keyes, Discovery World's current Chairman of the Board. "Throughout our organization's history, Mike selflessly gave his time and efforts ensuring Discovery World would be a staple in our community. Now it's our turn to support Mike's legacy and remember him as the visionary that made it all possible."

You can support Discovery World and help achieve our future vision through your donations to the Discovery World endowment or by supporting the capital campaign. Your gift allows students and families across Wisconsin and beyond access to exciting experiences and learning opportunities.

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For more information about Discovery World, or to schedule an interview, please contact Paul Fladten at 262-745-6754 or pfladten@discoveryworld.org.

About Discovery World

Discovery World is an extraordinary experience devoted to sharing the wonders of science and igniting a love of endless exploration. We are the sudden and satisfying "Aha" when you discover something you didn't even know existed. We are the beginning of your lifelong learning adventure.