



**Family Museum**

2900 Learning Campus Drive, Bettendorf IA 52722  
(563) 344-4106 • [www.familymuseum.org](http://www.familymuseum.org)



**Bettendorf**  
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## For Immediate Release

**Date:** January 6, 2010  
**Subject:** "First Place for First Grade" Initiative  
**Contact:** Tracey Kuehl, Museum Director, (563) 344-4161, or [tkuehl@bettendorf.org](mailto:tkuehl@bettendorf.org)

### Family Museum Foundation Announces "First Place for First Grade" Initiative

Bettendorf — The board of directors of the Family Museum Foundation has announced the theme and intent of its 2009/2010 annual campaign.

“**‘First Place for First Grade’** is designed to underwrite the cost of field trips to the Family Museum for first-grade students in the Quad Cities,” explained Mike Laas, Foundation board member. “The Family Museum Foundation understands the challenges teachers have in providing opportunities for their students outside the classroom. We are working to alleviate one of those challenges by establishing a fund which will cover the admission and transportation costs for a visit to the Family Museum for first-graders,” he said.

Scott and Rock Island counties are home to just over 4,000 first grade students. Since the kick-off of the campaign, initial gifts will underwrite admission and transportation for approximately 1,500 students.

“The Family Museum Foundation is excited about the early response to this program by the community,” said Tracey Kuehl, Museum Director. “The Museum considered past school visitation patterns and the concerns of area teachers then chose to center the campaign on the crucial first-grade audience. With the sluggish economy, we recognized field trips would be one of those opportunities teachers may have to give up for their students,” she continued. “The result was the design of the **‘First Place for First Grade’** effort.”

The Family Museum estimates the cost of admission and transportation for one first-grade student to be \$6.50. “Support for the program has ranged from a gift for a single student to helping underwrite an entire class, with each gift helping to ensure each first-grader will experience that field trip opportunity,” said Laas.

*The Mission of the Family Museum is to inspire, connect and strengthen our community by enriching the lives of our children today and expanding their capacity to shape their future.*



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The second phase of the **'First Place for First Grade'** campaign is underway with the goal of completing the fundraising by the start of the busy field-trip season which begins in April. Individuals, companies or organizations wishing to know more about the program or are interested in making a gift to the campaign may contact the Family Museum at 563/344-4106 extension 161, or access the Family Museum's website at [www.familymuseum.org](http://www.familymuseum.org) for additional information.

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