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DISCOVERY WORLD
at Pier Wisconsin

News Release

Spectacular Gala planned for Discovery World's 25th Anniversary

*Inaugural Michael J. Cudahy Sláinte award for Achievement, Innovation,
Technology and Entrepreneurship will be presented*

MILWAUKEE – June 24, 2008 – Mark your calendars for Discovery World's 25th Anniversary Gala July 26, 2008. They are expecting record crowds.

"There are three compelling reasons why this year's Discovery World Gala is not to be missed", said host and gala director Lisa Cudahy. "Most importantly, the Gala benefits Discovery World educational programs and the Discovers Fund for Wisconsin's underserved. And, we are excited to present the first ever Michael J. Cudahy "Sláinte" award for achievement, innovation, technology and entrepreneurship. Celebrating the organization's 25th anniversary, the event itself will be spectacular."

The Michael J. Cudahy Sláinte award will recognize a recipient who shares Cudahy's vision and commitment to make our community a better place in which to live, learn and work. "Sláinte" (pronounced SLANCHAE) is Gaelic for "to your good health." The first individual to receive this award will be Mr. Roy Reiman for his outstanding contributions to Milwaukee.

Mike and Lisa Cudahy will co-host the special 25th Anniversary Gala. Northwestern Mutual Foundation will be the silver sponsor.

Lisa's personal touch will be evident in every aspect of the event, which will be the first Gala of the season. *"Guests can expect an unforgettable experience,"* continued gala director and co-host Lisa Cudahy. *"We chose to hold the Gala at the end of July so that it coincides with Discovery World's 25th year. And, I want each and every guest to know that as I personally welcome you at the door, I'm excited and grateful you're here."*

The Black Tie evening will begin with a cocktail reception and premier silent auction. Gala guests will savor a gourmet dinner prepared by James Beard Winner Adam Siegel and the Bartolotta chefs. Later, guests can enjoy two dancing options: under the stars on the patio to the big band music of *Swing Nuveau*, or atop the Pilot House to the rocking sounds of *Street Life*. The evening will be punctuated by a sparkling fireworks display.

"We are thrilled and appreciative for the incredible items that have been donated for our premier auction" continued Lisa.

The silent auction will include:

- A rare opportunity to fly aboard Mike Cudahy's private jet
- An autographed Les Paul guitar, tickets to his show in New York and a personal meet and greet with Les after the show
- Dinner with Mayor Barrett and Kristine with three couples at the winner's home
- Weekend use of a Porsche
- VIP Package to the Cardinals vs. Brewers game, including flight to St. Louis and dinner at the famous "Tony's" restaurant
- Long weekend escape in Santa Fe
- Private Latin dance lessons & mojitos with Rolando Yanes, Milwaukee Ballet School Director and Artistic Liaison
- Music collectors ultimate package
- A pamella roland chiffon gown, including a personal trunk show
- Vacation in Fountain Hills, Arizona, including two tickets on Midwest Airlines
- A one year courtesy membership to the South Shore Yacht Club

"We will fill the house on July 26th to celebrate the magnificent journey Discovery World has taken over the past 25 years and to honor others who have contributed to the community," continued Lisa. *"Mike and I thank you and future generations of families who benefit from the Discoverer's Fund thank you."*

For more information on how to purchase tickets for the Discovery World 25th Anniversary Gala, visit www.discoveryworld.org/gala.php or call 414-274-GALA (4252).

About Discovery World:

Discovery World is a 120,000 sq. ft. Museum of Science, Technology and Creativity located on Milwaukee's lakefront, celebrating its 25th anniversary in 2008. From its humble beginnings in a corner of the Milwaukee Public Library basement, Discovery World has come a long way educating and benefiting hundreds of thousands of young people and their families.

At its new home on Milwaukee's Lakefront, Discovery World is quickly becoming one of the preeminent learning centers in the United States. Discovery World features interactive exhibits that showcase innovation and technology for

visitors of all ages. Exhibits range from fresh and saltwater aquariums to total immersion virtual reality experiences to interactive flight and driving simulators. Discovery World also features audio and television studios and a comprehensive education program for young people starting in grade school through post-secondary students and lifelong learners. Annual attendance at the new facility is expected to be between 400,000 to 500,000 visitors.

Discovery World is also home to Wisconsin's Flagship the *S/V Denis Sullivan*. The *S/V Denis Sullivan* is a 137-foot replica of a 19th century Great Lakes schooner and floating classroom for water education and conservation programs, day sails, and private receptions.

Discovery World's ticketed spaces are open Tuesday through Sunday from 9:00 a.m. to 5:00 p.m. The grounds, promenade, parks, amphitheater and over 450 feet of dock space are free, wi/fi accessible, and open to the public. The entire facility is available for private and corporate events, catered by Bartolotta's catering and events. To register for Discovery World labs, studios, educational programs, expeditions or pleasure sailing, or to book events call 414-765-9966 or visit www.discoveryworld.org.

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