

PRESS RELEASE

FOR IMMEDIATE RELEASE

Monday, November 3rd 2025

Children's Museum of Eau Claire Offers Free Admission for SNAP and WIC Families in November

The Children's Museum of Eau Claire (CMEC) is proud to offer free admission throughout November for families using SNAP or WIC benefits. Normally, income-qualified families pay \$4 per visit through CMEC's Play for All program, but this month that fee is waived, allowing qualifying families to enjoy the museum at no cost.

CMEC is committed to supporting families in the community, including those who are facing disruptions in receiving their SNAP benefits due to the federal government shutdown. By offering free and reduced admission, the museum ensures children have a safe, engaging, and educational space to explore, create, and learn, even during challenging times.

Through the Play for All program, income-qualified families can also purchase an annual membership for just \$30, providing unlimited visits all year long. This initiative, along with the November admission offer, is made possible by the generous support of community partners and donors who share CMEC's commitment to accessible, hands-on learning for all children.

"Every child deserves the chance to play, learn, and explore," said Mike Lee, CEO of the Children's Museum of Eau Claire. "Our Play for All program has always made the museum welcoming and affordable, and this month we're proud to remove this barrier entirely so families can enjoy our exhibits and programs without worry."

Families can simply present their SNAP or WIC benefits at the museum entrance to take part in this special offer.

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Children's Museum
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