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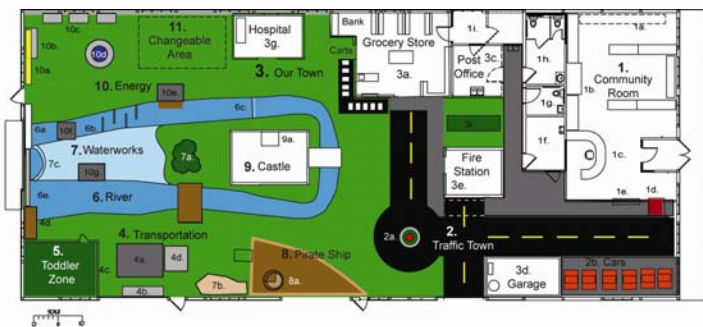
**FIRE CONSUMES THE WEST SIDE CHILDREN'S MUSEUM
Founder Bracken Danielson Vows to Continue the Mission and Plans for a New Opening**



(January 18th, 2010) Avon, OH – At approximately 1:30am on Saturday, January 16th, fire officials were summoned to 1200 Center Road in Avon to the site of a raging fire: the future site for the West Side Children's Museum. Founder, Bracken Danielson was notified of the emergency by fire officials at approximately 2:30am and immediately came to the scene accompanied by his father, Bill Danielson. Father and son watched helplessly as firefighters battled the flames for over 5 hours.

"The situation is surreal," states Bracken Danielson. "So many people have put so much

effort into turning this vision into a reality that it's hard to comprehend the radical turn of events. I'm grateful for the fact that no one was injured, and am thoroughly impressed by the prompt action taken by the City of Avon and neighboring communities' emergency response teams," he continues. The cause of the fire is unknown.



Building renovation began in mid-December and had been on track in efforts to open the museum's doors to the public in April, 2010. The museum was filled with donated items, exhibits and building materials. Jamestown Creative Group and Ohio Displays have been working for a year to help in the general museum design and overall planning, marketing, sponsorship development

and PR. "We received so many wonderful items from the community and from our volunteers. We will find a way to rebuild from the rubble and get the project back on track," explains Danielson. "I would also like to let our vast group of dedicated volunteers know that we will be postponing our January 23rd fundraiser, and rescheduling it for a later, more appropriate date. My heart goes out to everyone that has been such a

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tremendous help in this venture. This museum is not mine alone; it belongs to the community and to the companies, individuals and volunteers who put their souls into the project. They are the collective source for my strong commitment to rebuild.”



Danielson, the museum board and the general contractor are planning an emergency meeting this week to assess the situation and begin steps to rebuild. “We are all in agreement that the museum WILL continue,” remarks Danielson. “We have come too far and forged too many positive relationships with the community-at-large to let it end this way. I set out on this mission to do my part in making a difference in the lives of children, and that is exactly what I intend to do. We are structuring potential scenarios that include building from scratch on the same property. Lorain County deserves the museum: our community deserves this museum:

our children deserve this museum. We have a lot of work ahead of us, but with continued community support, sponsorship interests and our unaffected drive to bring this museum to reality, we can rebuild together, one brick at a time.”

Everyone involved with the project is working hard with local officials to determine the cause. Detective Eric Peachman from the Avon City Police Department states “These investigations usually take a few weeks to complete. We have standard procedures that we have to follow and will issue our report upon completion.”

It is too early to announce a firm rebuilding plan, but the preliminary goal is to aim for Spring of 2011. Ongoing developments and continued planning announcements will be posted on the West Side Children’s Museum’s website, www.explorewithus.org, and on the museum’s Facebook page.

About the West Side Children’s Museum

The purpose for the West Side Children’s Museum is to provide a location on the west side of Cleveland for families with children to explore vehicles which stimulate curiosity and facilitate learning through hands-on, interactive discovery of the arts, humanities and science. The facility strives to redefine the boundaries of the traditional museum experience through creative and challenging permanent exhibits and programs that can change with growing trends in education and teach children how to lead healthier, more active lives. The exhibits messages are designed to extend beyond the museum walls through the implementation of take-aways, creative use of email and interactive website applications.

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