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### **Mike Van Asten Joins the Milwaukee Public Museum Board**

Milwaukee—May 8, 2015— The Board of Directors for the Milwaukee Public Museum (MPM) is pleased to announce that Mike Van Asten has joined the MPM Board of Directors. A Fox Cities resident, Mr. Van Asten is the first statewide Board member for MPM, Wisconsin’s largest and most-visited museum. He attended his first museum board meeting on April 29, where he joined 28 of Milwaukee’s business, philanthropic, and political leaders who are currently Directors at MPM.

“We’re so pleased that our first Board member from outside Milwaukee is from the Fox Cities,” said Dennis Kois, CEO and President, Milwaukee Public Museum. “As the only major natural history museum in Wisconsin, and the most visited museum in the state, it’s important our Board reflects that we’re a museum for the entire state. As one of the Fox Cities’ leading entrepreneurs and philanthropists, Mike’s connections in the community will help ensure MPM is doing work that benefits the region’s students, families, and businesses. He’s the perfect candidate to help us broaden our Board. ”

A service industry expert, Mr. Van Asten has founded and run a range of successful hospitality companies and restaurants, including Liberty Hall Conference Center. He is also the owner of several Hilton Hotels in multiple states, and serves on a number of Boards including that of St. Norberts College and of the Bergstrom-Mahler Museum of Glass, where he is Board Vice-Chair.

MPM data shows that several thousand visitors per year attend MPM from the Fox Cities and nearby areas, and the museum’s distance learning program, one of the largest in the State, provides education programs via high-speed internet video links to numerous schools in the region.

#### **About the Milwaukee Public Museum**

The Milwaukee Public Museum is a natural and human history museum located in downtown Milwaukee, Wisconsin. The museum is among the oldest in the United States, chartered in 1882 and opened to the public in 1884. MPM has three floors of exhibits that encompass life-size dioramas, walk-through villages, world cultures, dinosaurs, a rain forest and a live butterfly garden, as well as the Daniel M. Soref National Geographic Theater and Planetarium. The museum houses more than 4.5 million objects and hosts some half a million visitors each year.

The MPM is operated by Milwaukee Public Museum, Inc., a private, non-profit company, and its facilities and collections are held in trust and supported by Milwaukee County for the benefit of the public.

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