FOR IMMEDIATE RELEASE
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Marbles Kids Museum Announces Public Phase of Capital Campaign: Bigger Play, Brighter Futures

RALEIGH, N.C. – Marbles Kids Museum has launched the public phase of its first-ever Capital Campaign, *Bigger Play, Brighter Futures*, funding the largest expansion in the organization's history.

Bigger Play, Brighter Futures will support the completion of a two-story addition, adding over 3,000 square feet of public-facing space, including a new one-of-a-kind exhibit, a classroom for educational programming and a rooftop playscape. The campaign will also fund the beautification of the museum's Blount Street exterior façade, enhance guest amenities throughout the building and support "The Marbles Impact Fund," an investment fund to bolster the organization's future sustainability and accessibility.

Photo/Video Gallery

Two-Story Addition Details:

- ***Futuropolis* presented by the Conlon Family**: One-of-a-kind exhibit highlighting in-demand careers and industries in North Carolina, inspiring kids to dream big about their futures through hands-on play.
- ***Marbles Skyway* presented by North State Bank:** Colorful rooftop space featuring a kid-sized racetrack for active, outdoor play.
- ***Think Tank* presented by First Citizens Bank:** Multipurpose classroom to expand educational programs, field trips and camps.
- **Blount Street Façade Beautification:** Bright colors, modern design and playful public art to add vibrancy to the museum's exterior and surrounding downtown neighborhood.

Other Campaign Focus Areas:

- **Upgraded Building Amenities for Guests:** New and improved restrooms, a refresh of multipurpose spaces, better visitor flow and enhanced accessibility.
- **Marbles Impact Fund:** A brand-new investment fund to bolster Marbles' future sustainability and accessibility, providing long-term resources to meet growing community needs.



"*Marbles needs more space to accommodate families in our community. We estimate that each year we turn away over 70,000 visitors due to capacity limits and sold-out programs,*" says Jonathan Frederick, CEO of Marbles Kids Museum. "*This expansion will enable us to welcome an additional 108,000 visitors each year to experience the power of play*."

Marbles Kids Museum is the largest play-based museum in North Carolina, annually serving over 500,000 people. "*Marbles is a big part of our quality of life [in Raleigh],*" said Bill King, President and CEO of the Downtown Raleigh Alliance. "*We need to keep investing in institutions like Marbles to make sure they thrive alongside a region that's growing*."

Bigger Play, Brighter Futures has already raised over $8.5 million during the campaign's quiet phase, thanks to support from Wake County and lead gifts from the Conlon Family, First Citizens Bank, North State Bank and many other families and institutional donors. The museum is now turning to its members, visitors and the broader community to raise an additional $500,000 and bring these improvements to life in 2026.

"*Together, through this campaign, we can help ensure Marbles remains a place where future generations of children have access to innovative, hands-on learning experiences*," says Susan Evans, Chair of the Wake County Board of Commissioners. "*Investing in projects like this enriches the lives of families and strengthens the future of Wake County*."

Construction for the expansion is set to begin in late 2025. The museum will be open and operational during this time.

To learn more about *Bigger Play, Brighter Futures*, visit: https://www.marbleskidsmuseum.org/biggerplay

About Marbles

Located in downtown Raleigh, Marbles Kids Museum is a nonprofit children's museum with a mission to spark imagination, discovery and learning through play. Creative, play-based experiences at Marbles contribute to children's intellectual growth, social and emotional well-being and healthy development.

Marbles is committed to ensuring its unique, award-winning museum experience is available to kids and families from all backgrounds. Marbles also offers Raleigh's only certified giant screen IMAX movie experience as well as a robust line-up of enriching programs and events.

For more information on Marbles Kids Museum, visit MarblesKidsMuseum.org or follow us on Instagram, X or Facebook.

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